



ZHEN LYU

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 <https://www.zhenlyu.com/>

ABOUT ME

Designer with a robust background in journalism, multimedia, UI/UX design, and social media management. Demonstrates a strong aptitude for creating compelling digital and print media, emphasizing user-centric design and strategic content deployment. Passionate about collaborating with cross-functional teams and continuously learning and growing in the field.

HARD SKILLS

- UI/UX Design
- Adobe Creative Suite
- Prototyping & Wireframing
- Figma
- HTML & CSS
- Illustration
- Design Principles
- Branding
- Video Production
- Photography
- Motion Graphic Design
- Animation

SOFT SKILLS

- Empathy
- Problem-Solving
- Creative Thinking
- Team Collaboration
- Time Management
- Communication
- Continuous Learning
- Adaptability
- Ability to Work Under Tight Deadlines
- Decision Making
- Attention to Detail

WORK EXPERIENCE

- 2024.3-2024.5** ● **Interactive Media Designer**
Seneca Polytechnic, Canada
 - Led the design of all motion graphics and Photoshop imagery, specifically for the implementation of ARHT CAPSULE technology at Seneca's key events.
 - Oversaw master files and directed the editing and production of video content for large-scale events, including the Seneca Polytechnic Open House and the Seneca School of Media Convergence.
 - Demonstrated expertise in multimedia content management, ensuring the delivery of high-quality presentations and upholding the integrity of visual communications across multiple platforms.
- 2021-2022** ● **Graphic Designer & UI/UX Designer**
Kankan Technology LTD., Canada
 - Collaborated closely with product and development teams to define and design intuitive, visually appealing user interfaces for a mobile app.
 - Translated user needs and business requirements into wireframes, mockups, and prototypes.
 - Designed and produced the app's logo, incorporating current design trends.
- 2021-2023** ● **Social Media Manager**
@tibettoday, Canada
 - Strategized, created, and managed engaging content, focusing on video production and editing, to increase audience interaction and brand visibility on TikTok.
- 2022.2-2022.12** ● **Marketing & Business Development Manager**
LingoAce, Canada
 - Create visual communication pieces for marketing campaigns both for print and digital.
 - Led market expansion efforts and increased brand visibility in the Greater Toronto Area, establishing over 100 strategic business connections.
- 2020.1-2020.3** ● **Graphic Designer / Marketing Assistant**
OTT Financial Group, Canada
 - Crafted corporate newsletters, produced engaging event videos, and designed impactful digital ads;
 - Managed the complete production of the company's internal magazine from content to publication.
- 2006-2019** ● **China Securities Journal, China**
Senior Editor / Reporter /Social Media Manager
 - Produced content for both print and digital media, including news reports, videos, social media content, and posters.
 - Crafted cross-platform content tailored to the unique features of each platform to meet audience needs.

EDUCATION

- 2023-2024** ● **Interactive Media Design**
Seneca College, Canada • College Diploma • **GPA 4.0**
- 2003-2005** ● **Journalism and Communication**
Wuhan University, China • Master's Degree
- 1999-2003** ● **Chinese Language and Literature**
Hubei University, China • Bachelor's Degree