



vanida lim  
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Brampton / Toronto, ON

WORK  
EXPERIENCE

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**COINBERRY LIMITED**

**APRIL 2018**

320 Davenport Road, Toronto

- Freelance graphic design work for cryptocurrency conference
- Assisted lead designer with UI/UX wireframes on Coinberry app

**TRAFFIK GROUP / MARKS**

**APRIL-NOV 2017**

559 College Street, Toronto

- Freelance graphic designer in print production team for Cadillac Fairview
- Worked closely with production manager and creative team on deliverables

**ENVIRONICS COMMUNICATIONS (PROOF)**

**2015-2017**

33 Bloor Street East, Toronto

- Intermediate graphic designer position for team clients such as Netflix, SodaStream, Fisher-Price, Panasonic, Kijiji, Roche Canada, Catelli Pasta
- Assisted with art direction, ideation and concept, presentations, social media channels and video production

**UNION CREATIVE**

**2014-2015**

479 Wellington Street West, Toronto

- Junior graphic designer position for team clients such as Kraft Canada, INFINITI, Aquafina, belVita, Wheat Thins

**TRAPEZE MEDIA**

**2013-2014**

175 Bloor Street East, Toronto

- Freelance graphic designer for team clients such as Tassimo, Revlon, Almay, Gevalia, Shoppers Drug Mart

SKILLS

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Great multi-tasker, detail-oriented with strong organizational skills



Hardworking and reliable, able to work well in teams as well as independently



Extremely diligent fast-paced worker, quick learner, always meets deadlines



Adobe Photoshop, Illustrator, InDesign, Microsoft Office, MailChimp, basic HTML/CSS, WordPress



## EDUCATION

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### HUMBER COLLEGE, LAKESHORE CAMPUS

2010-2013

School of Media Studies & Information Technology, Toronto

- 3-year Graphic Design Advanced Diploma
- Redesigned Humber's HSF student website

## VOLUNTEER & AWARDS

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### "GIFT THE CODE" HACKATHON

2017

Charity design challenge event hosted by Hackworks & Capital One

- Winning team of all 8 category badges
- Created a financial planning app called "Planning Pal" involving gamification designed for low-income families

### DEMENTIAHACK

2017

Charity design challenge event hosted by HackerNest

- Created an A.I. tech demo called "Project Beacon" to help improve the lives of dementia patients by assisting with day-to-day activities

HELLO!

My other not-so-secret identity involves being a solo backpacking traveller! I love venturing around the world on my own, seeking new experiences and adventure. Going where the wind takes me and living life to the fullest is a strong passion of mine.

## INTERESTS & HOBBIES

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I also enjoy "designing for good" on my spare time; challenging myself to participate and contribute to projects aimed to better humanity. You can probably also find me watching tech videos about A.I. robots or daydreaming and obsessing over space and cosmos.

## REFERENCES

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*Creative Director*  
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Ryan Coulter,  
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