

Tracy Ma

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EDUCATION	Bachelor of Design Honors. York University Sheridan College Joint Program in Design —Sept 2006 to April 2010	This degree provided a multi-disciplinary platform to combine creative thinking with technical know-how. Courses offered in web design, video editing, information design, book design and editorial design
EXPERIENCE	Editorial Designer, Toronto Life Magazine —Feb. 2011 to Present	Responsible for the design of the front of book section, as well as the arts and culture section Content varies from month to month. Some assignments have been pre-templated while others required close communication with writers and the photo editor. Some assignments took form as charts and infographics
	Junior Designer, Leo Burnett Canada —Aug. 2010 to Jan. 2011	Designed print materials for Bell Canada, Elections Ontario, TransCanada, and Invesco Produced pitches to clients such as BMW and Diet Coke
	Editorial Designer, Toronto Life Magazine Re-Design —May to July 2010	A continuation of the work I did as an intern at the magazine. Worked closely with the art director and the editor in chief on the magazine's re-design project. Closely examined the magazine's long history, its relationship to the city, and its role as a printed publication
	Intern, Underline Studio, Toronto —Aug. 2010	Designed printed pieces for Prefix Photo, UofT Magazine, Precedent Magazine, and University Affairs magazine
	Intern, Toronto Life Magazine —May to July. 2010	Research and concept developement for the magazine's re-design project
	Intern, One Company, Hong Kong —May to August 2008	Print graphics and lookbook design for a boutique denim brand
FREELANCE	Think Magazine —March 2011 to Present	Art direction and re-design for a magazine about financial-risk management
	SkinEssence —February 2011	Branding for a line of organic skincare products
	Smith Restaurant —December 2010	Branding for an upscale restaurant
	Coco & Jules —January 2010	Branding for an accessories boutique in Toronto
	Toronto Life Magazine —December 2009	Illustration for Toronto Life Magazine

SKILLS

Proficient in Adobe Photoshop, Illustrator and InDesign CS5, HTML, CSS, Fontographer, Wordpress, Final Cut Pro. Fluent in English, Cantonese and Mandarin.

AWARDS AND CERTIFICATES

Applied Arts, CLIO, The One Show, Coupe Magazine Awards top Ten, Design Department Alumni Award, Claude Watson Arts Diploma, Grade 10 Plano First Class Honors

REFERENCES

Available upon request