

# RONCHIU

## GRAPHIC DESIGNER

 [RONCHIU.COM](http://RONCHIU.COM)

 [LINKEDIN.COM/IN/RONCHIU](https://LINKEDIN.COM/IN/RONCHIU)

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 416-910-3099

 TORONTO, ON

## AREAS OF EXPERTISE

### GRAPHIC DESIGN & BRANDING:

Expertise in visual identity creation, logo design, and cohesive branding strategies across multiple platforms.

### MARKETING COLLATERAL & CAMPAIGN DESIGN:

Proven ability to design impactful marketing materials, including brochures, signage, and digital ads, to enhance campaigns.

### WEB DESIGN & FRONT-END WEB DEVELOPMENT:

Proficient in HTML, CSS, and WordPress (Elementor); experienced in creating responsive, user-friendly websites.

### ILLUSTRATION & CREATIVE CONCEPTS:

Strong illustration skills to develop unique and engaging visual assets for digital and print media.

### VIDEO EDITING & MOTION GRAPHICS:

Capable of producing dynamic video content, including simple edits and motion graphics, for marketing and social media.

### UX/UI DESIGN:

Skilled in wireframing, prototyping, and user testing to create intuitive and aesthetically pleasing user experiences.

## CREATIVE DESIGNER WITH 20+ YEARS OF EXPERIENCE

Bringing ideas to life through graphic design, web design, illustration, and UX/UI. Skilled in coding with HTML and CSS, creating simple video edits, and building everything from websites to social media graphics. Always curious and eager to learn new tools and techniques to grow both personally and professionally.

## ACHIEVEMENTS

### LEAD MICROBRAND DESIGN FOR CPP'S ELITE ADVISOR CONFERENCES FROM 2022 TO 2024

- Designed unique visual themes for CPP's Elite Advisor Conferences (2022 to 2024), used across event materials including logos, brochures, signage, and apparel.

### VISUAL DESIGN OF 2024 NEW YEAR'S CAMPAIGN

- Created a fresh look for the campaign with humour and levity, boosting engagement and click-through rates with creative digital assets and ads.

### LED THE REBRAND FOR METHOD:CRM

- Played a pivotal role in the company's rebranding process, collaborating with the CEO and team to define the brand identity.
- Designed a bold logo featuring a strong font (representing trust and foundation) and an infinity symbol (representing infinite possibilities).
- Developed a colour scheme with blue for trust and safety, complemented by fuchsia for creativity and fun.
- Reinforced the software's identity as a reliable and innovative no-code, drag-and-drop app creation platform.

## EXPERIENCE

**JUN 2021 - OCT 2024**

### FORESTERS FINANCIAL | TORONTO, ON GRAPHIC DESIGNER

- Created a consistent and impactful brand identity for CPP's major events and campaigns by designing microbrands for the Elite Advisor Conferences and developing visual concepts for the 2024 New Year's campaign, increasing brand visibility and engagement through cohesive event materials and social media assets.
- Aligned website and content with brand standards by designing and updating product flyers and brochures and maintaining the website and blog.
- Delivered visually appealing and up-to-date marketing materials, improving user experience and customer engagement.

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### EDUCATION

#### USER EXPERIENCE DESIGN

Brainstation | Toronto, ON

#### WEBMASTER PROGRAM

Seneca College | North York, ON

#### ILLUSTRATION - TECHNICAL / DIGITAL MEDIA ARTS

Seneca College | North York, ON

#### ART FUNDAMENTALS

Sheridan College | Oakville, ON

#### JUN 2020 - JAN 2021

#### THE PLAYBOOKS COLLECTIVE | VANCOUVER, BC UX DESIGNER & FRONT-END DEVELOPER (REMOTE)

- Designed a user-friendly website for BanIsland.com by creating wireframes, conducting user testing, and refining the design based on feedback, resulting in a more intuitive and accessible site and improving user experience and satisfaction.
- Integrated MLS functionality into YourVancouverTeam.com by developing a WordPress template with MLS integration.
- Enhanced the client's online presence with a seamless property listing feature.

#### MAR 2013 - FEB 2019

#### METHOD:CRM | TORONTO, ON SENIOR DESIGNER & FRONT-END DEVELOPER

- Worked in a fast-paced startup environment, taking on diverse roles, including coding, designing, and contributing to strategic decisions.
- Played a pivotal role in the company's rebranding process, collaborating with the CEO and team to define the brand identity.
- Designed a bold logo featuring a strong font (representing trust and foundation) and an infinity symbol (representing infinite possibilities).
- Developed a colour scheme with blue for trust and safety, complemented by fuchsia for creativity and fun.
- Reinforced the software's identity as a reliable and innovative no-code, drag-and-drop app creation platform.
- Redesigned the company website to align with the new brand, incorporating A/B tests to refine messaging and user engagement.
- Created customer personas to help the Sales team effectively target potential clients and tailor service offerings.
- Supported day-to-day marketing needs, including designing brochures, and postcards, and maintaining the website.
- Early involvement allowed for significant contributions to the brand vision, helping establish Method:CRM as a leader in its industry.

..... PROFESSIONAL EXPERIENCE PRIOR TO 2013 .....

**KOBO INC. | TORONTO, ON | WEB PRODUCER**

**INNOCEAN WORLDWIDE | TORONTO, ON | DESIGNER (CONTRACT)**

**CANADIAN TIRE | TORONTO, ON | DESIGNER (CONTRACT)**

**BMO BANK OF MONTREAL | TORONTO, ON | DESIGNER (CONTRACT)**

**E3 CONSULTING | TORONTO, ON | SENIOR DESIGNER - SENIOR PRODUCER**

**BIMM COMMUNICATIONS | TORONTO, ON | WEB DESIGNER (CONTRACT)**

**WIREDKINGDOM INFOMEDIA | TORONTO, ON | WEB DESIGNER**