

HUGH HUANG

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EDUCATION

Bachelor of Design, University of Alberta
Industrial Design & Visual Communication Design, *Business and Marketing Route*

Edmonton, Canada

2012 – 2017

Certificate in International Learning, University of Alberta
International and Intercultural Communication

Edmonton, Canada

2015 – 2017

WORK EXPERIENCE

Thinka Creative Inc.
Store Manager

Edmonton, Canada

Aug 2023 – Nov 2023

- Spearheaded the launch of the company's flagship store in Alberta, and demonstrated leadership in the establishment and operation of a thriving retail location.
- Successfully penetrated a new market, contributing to a 55% increase in company revenue and maintaining status as the top-performing store, surpassing all 10 stores nationwide.
- Managed a team of 7 as Store Manager, offered guidance, training, and performance evaluations to foster a cohesive and productive work environment.
- Assisted customers through product promotion and facilitating purchase decisions.
- Conducted weekly analysis and reporting of sales performance, delivering valuable feedback for continuous improvement.

Ventrify Inc.
Project Manager

Edmonton, Canada

Jul 2020 – Jan 2023

- Led cross-functional teams in the execution of 10 product design projects, resulting in the successful launch of 2 consumer products.
- Implemented streamlined project management processes, increasing overall team productivity and contributing to a 50% growth in project portfolio revenue.
- Managed project budgets ranging from \$10,000 to \$250,000, driving annual revenue over \$1 million.
- Provided regular updates to key stakeholders through various communication channels, resulting in a 96% client satisfaction score.
- Cultivated and managed relationships with manufacturing and logistics vendors. Achieved a 10% cost savings through strategic negotiations and efficient resource allocation.

Cacao 70
Marketing Specialist

Edmonton, Canada

Oct 2018 – Aug 2022

- Coordinated various marketing elements, including advertising campaigns, promotional events, and collaboration with local influencers to maximize brand visibility.
- Crafted compelling and on-brand copy for diverse marketing materials, including social media posts, promotional materials, and advertising campaigns.
- Produced visually appealing and impactful graphics for marketing collateral, both digital and print. Developed and executed social media strategies to enhance brand awareness, increase follower engagement, and drive traffic to the eatery.

Bitcoin Solutions (Now: Bitcoin Well)
UI/UX and Graphic Designer

Edmonton, Canada
Jun 2018 – Jan 2020

- Provided comprehensive UI/UX design solutions for the development of company websites, web-based products, and services. Specialized in crafting user-centric interfaces for diverse platforms, including crypto payment systems, crypto ATM systems, and crypto bill payment systems.
- Led the conceptualization and execution of all brand and corporate graphics, ensuring a cohesive and visually appealing brand identity across various touchpoints.
- Designed impactful marketing materials for both print and digital media, ranging from online and outdoor advertisements to office design, product decals, exhibits, signages, presentation slides, brochures, and posters.
- Assisted in managing social media accounts, actively participating in content creation, and maintaining brand consistency across various social platforms.

Union Technologies
Marketing Communications Lead

Edmonton, Canada
Oct 2017 – Mar 2018

- Collaborated closely with the design and product development teams, contributing to wire-framing and product conceptualization by conducting in-depth in-person and online user surveys.
- Developed and executed impactful social media marketing strategies in coordination with the marketing team, leading to increased brand visibility and engagement.
- Pioneered the UNI Class - Let's Chat: Mental Health Caring Initiative, establishing a platform for open dialogue and support within the community.
- Launched the UNI Class - Verified Tutor Program, creating a structured and reliable system to connect students with verified tutors for academic assistance.

Edmonton, Canada
Aug 2017 – Mar 2018

Union Technologies
UI/UX Designer

- Designed the product splash page and the web portal. Ensured a seamless and engaging user journey through thoughtful interface design, user flows, and responsiveness.
- Led the UI/UX design efforts for the Android app of the UNI app, focusing on optimizing the mobile user experience. Implemented design principles to enhance usability, navigation, and overall aesthetic, contributing to a cohesive cross-platform experience.

EXTRACURRICULAR

Spartan Race: Trifecta Qualifier / 2019

180 Degrees Consulting - University of Alberta: Marketing Director / Jan 2018 – Apr 2018

Worked closely with VP Marketing to develop marketing strategies and materials. Primary duties include designing and implementing marketing materials.

Bachelor of Design Graduation Committee 2017: External Communication Officer / Sep 2016 – Apr 2017

Worked with mainstream media for event advertising and promotion. Ran all social media accounts and advertising. Assisted with installation of the Design Grad Show exhibition and managed social media updates.

The Advertising Club of Edmonton Student Workshop – Runner-Up / Dec 2016 – Mar 2017

Developed an awareness campaign project for Jasper Place Wellness Centre, including a new brand message, storefront and website revamp, community events program integration plan. Proposed the Mattress Surfing Event, which includes event planning, a teaser video, a social media campaign, and promotional materials.

LANGUAGE

English
Professional working proficiency

Chinese (Mandarin)
Native proficiency

AVAILABILITY

Full Availability
Starting Dec 1st.