

wendy ding

illustration | design

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I'm an illustrator / designer with in-house and freelance experience since 2008. I'm looking to bring my expertise to fun and innovative projects. I've designed for textiles, apparel, print, web, advertising, infographics and storyboards.

I'm great at

Illustrator
Photoshop
Freehand drawing
Mac or PC
Wacom tablet

I know some

InDesign
HTML
Flash
AfterEffects
Wordpress
MS Office

Testimonial

"Wendy brings a positive attitude to work each day. She has taken her designs to the next level and develop programs beyond the direction she was given."

- Stephen Michlits, Trend and Design Direction Lead, Loblaws

Work Experience

May 2015 - Present: **Loblaws** Intermediate surface graphic designer | Toronto, Canada
President's Choice, Everyday Essentials, and Life At Home brands: Design patterns, artwork and slogans for home, kitchen and seasonal products, create spec sheets, trend reports from online, domestic and overseas store visits, select Pantone colours for final products, approve and give feedback on product samples, archive resource library of tools and artwork, and collaborate with product developers

March 2008 - Present: **Freelance illustrator** | Toronto, Canada

Select clients: Alberta Venture, Best Health, Digital Arts, Owlkids, Oxford Properties, Polly Pocket
Select projects: Editorial, children's and information illustration, game art

June 2013 - May 2015: **YM Inc** Apparel graphic designer | Toronto, Canada

Stitches / Urban Planet ladieswear: Design trendy and seasonal patterns for apparel, design tshirt and accessory graphics, design packaging, hangtags and labels, technical sketching, online and in-store trend reports, and spec sheets

Dec 2011 - May 2013: **Freelance apparel / textiles graphic designer** | Greater Toronto Area, Canada

Northcott Silk: Design and recolour patterns for quilting fabric, archive files, strike offs, sample sorting and product photography

Amerella: Design patterns and screens for ladies sleepwear, junior, and children's outerwear for clients like Walmart and Target Canada, create presentation boards, product photography, trend research, and technical sketching

Gertex Hosiery: Design FW12 socks, hats and gloves of licensed characters like Dora, Batman, and Barbie for clients like Walmart and Sears, create spec sheets, design packaging and presentation boards, communicate with vendors in China for quality control

July 2010 - July 2011: **eyeReturn Marketing** Multimedia designer | Toronto, Canada

Create mock-up interactive web ad campaigns for brands like Sears, YTV, Universal Music and Honda, company website redesign, icon illustration, branding / marketing design, Flash ad production, HTML email revisions

Sept 2008 - Sept 2010: **Web Designer magazine** Freelance tutorial writer / creator | Bournemouth, UK
Create demo web templates and banners in Photoshop and Illustrator with step-by-step write ups on the process. The magazine is published monthly and has readership in UK, Europe and North America

Awards and Recognition

2011: Published in "Great Big Book of Fashion Illustration"

2010: Xto Image Awards | Santa Monica, US: 2nd place winner for "Food Girls" series

2007: Adobe Design Achievement Awards: Honourable mention for "Flickr Skirt Statistics" infographic

2006: Toronto School of Art: Winner for Best Fashion Design

Education

2004 - 2008: **Sheridan Institute of Technology** BAA Illustration with honours | Oakville, Canada

2003 - 2004: **Ryerson University** Completed first year of BFA New Media | Toronto, Canada

Interests

Fashion, music, dancing, movies, gaming, dogs, reading, travel, food and learning new things

Special Projects

- Cashmere Bathroom Tissue: Invited to 2012 fashion show and illustrate favourite dress
- Dolce and Gabbana: Invited to create illustrations inspired by SS12 and FW13 womenswear collections

Select Art Shows and Exhibitions

2010: Wendyland (debut solo show)
2008 - 2010: Toronto Fan Expo
2008: The Clothing Show

Live Sketching

- The Bay
- Canadian Screen Awards
- Flare
- Holt Renfrew
- LOULOU
- Toronto Fashion Week
- Toronto International Film Festival
- Toronto Life

Guest Speaking

2017: Toastmasters at Loblaws
2012:
- Seneca College: Illustration class
- Ryerson University: Fashion communications / design class
- George Brown College: Technical Illustration class
2011 Design Exchange: Fashion Camp