

wendy ding

illustration | design

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I'm an intermediate designer / illustrator looking to bring my experience 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 doesn't require much direction at all which is a huge help for myself and her consistently high standard is again hugely valuable." - Mark Billen, Editor, Web Designer magazine (UK)

Work Experience

May 2015 - Present: **Loblaws** Surface graphic designer | Toronto, Canada

Designing all-over-patterns and artwork for home, kitchen and seasonal products, trend research, strike offs and spec sheet production

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

Select clients: Alberta Venture, Best Health, Owlkids, Oxford Properties, Polly Pocket, Rubicon Publishing
Select projects: Editorial, children's and information illustration, game art, graphic novel illustration

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

Stitches / Urban Planet ladieswear: Designing trendy and seasonal all-over-patterns, tshirt and accessory graphics, package, hangtag and label design, technical sketching, online and in-store trend reports, and spec sheet production

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

Northcott Silk: Designing and recolouring patterns for quilting fabric. Further duties include file archiving, strike offs, sample sorting and product photography

Amerella: Designing AOPs and screen prints for ladies sleepwear, junior, and children's outerwear for clients like Walmart and Target Canada. Further duties include creating presentation boards, product photography, trend research, and technical sketching

Gertex Hosiery: Designing FW12 socks, hats and gloves of licensed characters like Dora, Batman, and Barbie for clients like Walmart and Sears. Further duties include designing packaging, presentation boards, communicating with makers in China for quality control and creating technical spec sheets

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

Creating mock-up interactive web ad campaigns for brands like Sears, YTV, Universal Music and Honda. Further duties include 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

Creating demo web templates and banners in Photoshop and Illustrator with step-by-step write ups on the process. Styles covered include grungy, retro, web 2.0, etc. 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

Dancing, fashion, music, 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 - 2012: Erotic Arts and Crafts Fair
2010: Wendyland (debut solo show)
2008 - 2010: Toronto Fan Expo
2008: The Clothing Show

Special Event Live Sketching

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

Guest Speaking

- Design Exchange: Fashion Camp
- Don Mills C. I.: Comm tech class
- George Brown College: Technical Illustration class
- Ryerson University: Fashion communications / design class
- Seneca at York University: Illustration class