

# Yan Yu Fiona Suen

## Brand & Graphic Designer

Toronto, ON

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Work Authorization: Open Work Permit

## PROFESSIONAL SUMMARY

Brand & Graphic Designer with 4+ years of experience in brand identity, marketing design, social media content, print production, packaging, and event visuals across digital and print platforms. Experienced in supporting startups and growing businesses in the food and beverage, lifestyle, education, and corporate sectors with clear, engaging, and brand-consistent visual communication. Skilled in logo design, typography, layout, campaign visuals, print collateral, and short-form content creation, with strong proficiency in Adobe Illustrator, Photoshop, Figma/XD, and After Effects.

## CORE SKILLS

Brand Identity Design • Logo Design • Visual Identity Systems • Typography • Packaging Design • Social Media Design • Marketing Collateral • Exhibition & Event Design • Editorial / Publication Design • Print Production • Motion Graphics • Short-Form Video Content • Layout Design • UI / UX Design • Prototype Design

## TECHNICAL SKILLS

**Adobe Illustrator** — Advanced in vector illustration, logo design, typography, iconography, and scalable brand asset development for digital and print use.

**Adobe Photoshop** — Advanced in photo editing, compositing, image retouching, and campaign visual creation.

**Figma / Adobe XD** — Proficient in interface design, layout design, interactive prototypes, and design systems.

**Adobe After Effects / Adobe Premiere** — Video editing, Proficient in motion graphics, animated visuals, and short-form storytelling content.

## PROFESSIONAL EXPERIENCE

### Freelance Brand Designer

Self-Employed | Toronto, ON

06/2023 – Present

- Partner with startups and small businesses to develop strategic brand identities that differentiate them in the market and strengthen customer connections.
- Design branding systems across logo development, typography, packaging, social media assets, and marketing materials for digital and print applications.

- Lead projects from concept development to final production, ensuring consistency across brand touchpoints and deliverables.
- Serve clients across food and beverage, lifestyle, startup, and education sectors.
- Designed 20+ brand identity projects and supported 10+ clients.
- Helped establish branding for 3 startup businesses from concept through final execution.

## **Branding Designer**

Pagoda Capital | Hong Kong  
05/2021 – 05/2023

- Created scroll-stopping social media posts and short-form videos for Instagram, Facebook, and YouTube to improve communication clarity, audience engagement, and brand visibility.
- Produced 4 social media posts per week and edited 1–2 short-form videos weekly to support ongoing marketing campaigns.
- Designed 100+ social media assets and supported 10+ campaigns across digital marketing initiatives.
- Developed exhibition and event visuals including posters, publications, pop-ups, roll-up banners, and display panels for large-scale investment exhibitions.
- Supported print production and brand applications across promotional and event materials.

## **EDUCATION**

### **Higher Diploma in Visual Communication (Branding Design)**

Hong Kong Design Institute  
09/2017 – 06/2019

## **EXHIBITIONS & EXTRA-CURRICULAR ACTIVITIES**

- Milan Design Week — Participating Designer
- Exhibition of HK-SZ Design Twin Cities 2019 — Book Design Contributor
- WorldSkills Hong Kong Competition 2018 — Design Assistant
- Advanced Design Studio (Milan Design Week) — Participant
- Object Talks Exhibition — Visual Design Contributor
- Hong Kong Jockey Club HAD (Heritage x Arts x Design) Walk To Proud Workshop — Workshop Participant

## **ADDITIONAL INFORMATION**

Languages: English, Cantonese, Mandarin