

AL, Alicia LeClercq

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DESIGN EXPERIENCE

Graphic Design Director | Peak Frequency

September 2020 - Present | Volunteer

- Design digital advertisements and promote over 40 events, using Adobe InDesign, Illustrator and Photoshop.
- Collaborate with the Social Media Coordinator through critiquing designs and offering feedback to ensure brand consistency.
- Manage and produce posters, posts and stories on Instagram, Facebook and Discord to promote events, increasing event participation by 30%.

Web Design and Development | SATP

November 2020 - December 2021 | Academic Project

- Sketched wireframes for desktop and mobile on Figma ensuring the design is consistent with responsivity.
- Researched the student target audience, which informed a tailored web design that provided an intuitive navigational experience.
- Developed a responsive website with HTML and CSS allowing it to be viewable on various devices.

Game Design and Developer | Le Café

November 2020 - December 2021 | Academic Project

- Brainstormed, conceptualized, designed, and developed a simulation with Java.
- Illustrated the artwork with ProCreate, ensuring that it followed the overall design and brand.

WORK EXPERIENCE

Technician | Epic Photo Ops

February - September 2022 | Part-Time Employment

- Prepared and troubleshooted over 20 printers at once, ensuring they were properly connected to the server and working correctly.
- Cropped over 10,000 photos a day at a fast and steady pace that allowed uninterrupted print production.
- Taught and supervised over 20 volunteers.

Business Analyst | Epic Photo Ops

May - June 2022 | Part-Time Employment

- Revised and created updated training manuals to have consistent tone of voice and language, ensuring easy and understandable readings for over 5 positions.
- Discussed with individuals in different positions to understand their role and responsibilities.

SKILLS

Software

Photoshop
After Effects
Premier Pro
InDesign
Illustrator
Figma
Canva
ProCreate
OnShape
Microsoft Office
Visual Studio Code

Programming Languages

Java
C++
Python
C
HTML/CSS
Processing

Languages

French (DELFB2)
Spanish (DELE A2)
Cantonese

EDUCATION

Simon Fraser University

Bachelor of Science
Major in Interactive Arts and Technology
Minor in Computer Science

September 2020 - 2025

INTERESTS

Illustrations
Animation
Crochet
Singing
Alto Saxophone
Piano