

Please visit [www.gabewong.com](http://www.gabewong.com) for my online portfolio to see samples of my work.

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## EDUCATION

2015

### **Aalto University (Finland)**

#### **Masters of Art in Environmental Art,**

with an Exchange at École de recherche graphique (Bruxelles)

2005

### **University of Alberta (Canada)**

#### **Bachelor of Design in Visual Communication**

Minor in Computing Science

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## EXPERIENCE

2016–PRESENT

### **Simon Fraser University | Media Designer**

I worked in the Educational Media (EdMedia) department of the Simon Fraser University's Teaching and Learning Centre where my role could be divided into two distinct parts: (1) Creating design collateral (print, web, etc.) for the centre's communication department services and (2) providing training and workshops to instructional staff and students at the University.

- I rebranded the department creating a dynamic, adaptable, and consistent system which represented the centre and all of its various programs. The rebrand also reflected the multicultural, international and diverse nature of the university and is culturally sensitive.
- Using my personal experience as a university instructor, I was able to revise, refine, and adapt existing training programs for instructional staff and students.
- Took on project management responsibilities which improved the workflow, reduced production times and facilitated better communication.

- Produced and promoted innovative teaching methods, such as through multimedia/interactive media and transmedia storytelling.
- Collaborated, strategized, and researched methods to create a university-wide framework to incorporate Indigenous culture and values into pedagogical practice, as well as approaching Government mandated Calls to Action for Reconciliation (with the Aboriginal People in Canada).

2007 – PRESENT

### **Gabe Wong Design | Principle Designer**

I was the principal of my own studio, Gabe Wong Design. As the sole proprietor of the business my roles and responsibilities were wide and varied. From offering a wide array of design services, e.g. print, web, and branding, I was also in charge of project, client, and team management, as well as promotion, budgeting, and accounting.

- In less than five years, I was able to establish my studio from being a small startup to gaining large and notable clients in the city such as the Edmonton Fringe Festival (the largest in North America) and the Art Gallery of Alberta. My work also won awards from American Illustration and Communication Arts.
- Went from producing basic design work to interactive exhibits, permanent public art and customized products. All which required intricate management between contractors, clients and stakeholders, as well as grant writing, sourcing from many vendors, budget, and time management.
- My studio also produced and curated various art shows highlighting artists from across Canada. These shows included printed catalogues which were also art objects. My studio became a fixture in the Edmonton art community.
- My studio also produced and published many independent projects, such as a locally best-selling cookbook, and paper products (notebooks, calendars, and cards).

2008 – 2012

## University of Alberta

### Digital Image Making Instructor

In this role, I taught and facilitated the learning of image making through digital means. My class sizes were small, from 10 to 15 students. In this role, I provided critical feedback, technical training, and engaging pedagogy.

- Through teaching the same class for multiple years, I was able to create a course from scratch, develop, and refine it such that it both challenged and supported my students, and maximized the use of time with my class.
- I initiated collaboration between my class and other university departments, such as creative writing and music, to create engaging and real-world assignments for my students. This allowed students to expand beyond their own comfort zone and have a sense of responsibility to their work.
- I initiated a project dealing with entrepreneurship and product creation where they eventually sold their projects at an informal craft sale. This helped students to create a space for autonomous work. This project was well received by faculty and I believe still exists to this day.

2007 – 2008

## University of Alberta Students' Union

### Senior Designer

In this position, I lead a team of two junior graphic designers where we developed marketing, branding and design strategies and produced marketing materials. I worked within the marketing department, collaborating often with the marketing manager.

- My department rebranded the Students' Union and many of its sub-brands and also created a new signage system.
- I managed a team of two junior staff and coordinated their responsibilities with the rest of the Students' Union.
- I worked with the marketing team collaboratively to generate strategies for increased student participation in Students' Union events as well as solutions for disseminating important information to students.

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## SKILLS & LANGUAGES

### Languages

English: Fluent in speaking, reading and writing.

French: Basic in speaking, reading and writing.

Chinese, Cantonese: Basic in reading and writing, and intermediate in speaking (mother tongue)

### Skills

Branding & Campaigns, Graphic Design, Illustration, Adobe Creative Suite, Web Design (HTML, CSS, Wordpress), Page Automation and XML, MS Office

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## PROJECTS & RECOGNITION

### Commissions and Projects

2013 – Fort McMurray Airport Mosaic Floor Installation

2012 – AGA BMO World of Creativity Installation

2012 – Edmonton Arts Council Eaux Claire Transit Centre

2011 – Edmonton Arts Council Lewis Farms and Meadows Transit Centres

### Awards, Grants & Publications

2012 – American Illustration 31 Selected Category

2011 – Communication Arts Illustration Award of Excellence

2011 – The Tote Bag | Laurence King Publishing Ltd.

### Exhibitions

2015, 2016 – One of a Kind Show, Toronto

2015 – Happily Every After, Kaapeli, Helsinki

2011 – "Where Are We Going?", Latitude 53, Edmonton

2009 – "Where Are You From?", The Artery, Edmonton

### Presentations & Conferences

2017 – The Creative Syllabus, Society for Teaching and Learning in Higher Education Conference, Halifax

2016 – 3Ds of EdMedia, EdMedia Conference, Vancouver

2016 – Maker Fair, Festival of Learning Conference, Burnaby

2012 – "On Design With Gabe Wong", University of Alberta Student Design Association