



# Cheryl Yu

Visual Creative by profession, adventurer by heart. Has a keen eye for colour and detail. Is well-versed across multiple design disciplines. Is driven by continuous learning and the creation of aesthetically pleasing designs or satisfying experiences.

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## RECENT WORK EXPERIENCE

### Six Hundred Four (Startup)

Brand Experience Manager  
(Oct 2016 – July 2017)

- Office roles include: managing marketing efforts (social media such as Instagram and Facebook, brand and artist partnerships, photoshoots), creative direction (graphic design, photo editing/production, product design input), event planning.
- Sales roles include: training sales staff, managing flow on the sales floor, and engaging with customers to effectively convince all visitors to fall in love with our brand and to want to learn more, and eventually leading them to the purchasing stage.

### AllSaints

F.T. Stylist / Sales Associate  
(Aug 2015 – Jan 2016)

- Practiced quality customer service by making sure that every customer receives the utmost in care and attention. Served customers enthusiastically, demonstrating exceptional communication and organizational skills to provide the best possible brand experience to customers. Effectively maintained customer satisfaction at all times.
- Helped maintain smooth flow of customers within store zones by multitasking between serving multiple clients at once while communicating with stock room.
- Constantly kept up to date with product knowledge including sizing/fit, material performance and wear, as well as fabric care. Maintained top position among stylists within the store for achieving the most sales per hour.

### Simon Fraser University Pain Studies Lab

Research Assistant  
(Jan 2014 – Aug 2015)

Principal developer for Möbius Floe, a game that aids chronic pain patients with pain alleviation. Contributed extensively to research and game development. Main roles included project planning, 3D asset modeling, and creating in-game interactions and animations. Additional tasks included the designing of marketing materials. Presented/showcased at multiple conferences/events.

### Concord Pacific Developments Inc.

Hostess / Sales Coordinator  
(May 2012 – Feb 2014)

- Provided clients with project orientations fully in English, Mandarin, or Cantonese, on current as well as pre-sale condo developments in Vancouver, Richmond and Surrey.
- Assisted sales executives in providing clients with the best personalized experiences in accordance to their needs, from choosing the right floor plan to the selection of materials or added customizations for their new home.
- Made sure clients were attended to and comfortable throughout their time at the centre without being intrusive. Demonstrated positive attitude in all situations, leaving lasting, pleasant impressions with all clients.

- English, Mandarin, Cantonese Fluency
- Fast Learner
- Relationship Builder
- Loves browsing trends
- Illustration Hobby

## OTHER WORK

### Simon Fraser University Teaching Assistant (Sep 2016 – Dec 2016)

Served as a Teaching Assistant (TA) at SFU's Interactive Arts & Technology program, for a beginner Graphics Design course. Delivered tutorials on Adobe CC programs including Photoshop, Illustrator, InDesign, and Muse. Led labs in ideating and brainstorming activities, as well as presentations. Graded and provided critique and guidance for student assignments and projects. Worked closely with the professor and other two TA's in the organization and planning of lab activities and grading sessions. Resulting student grades, as well as end-of-term student feedback, were very positive.

## EXTRA-CURRICULAR ACADEMIC EXPERIENCE

### SeaVR 2014 Virtual Reality Event Seattle, WA

Worked at DeepStream VR's exhibitor booth as a helper and presenter to demo VR equipment. Communicated with audience and journalists about the usage of the equipment.

### Unite 2014 Game Developer Conference Seattle, WA

Attended as a student to learn about the latest functions of the Unity 3D engine. Attended presentations throughout the 3-day event to increase knowledge about using the program and how to use it more efficiently.

Participated in Unity & Windows Training and Porting Lab to learn about porting Unity apps to the Windows app store.

Attended Unite 2014 Kick-off Mixer to meet other developers as well as industry professionals and to observe their work.

### ACM SIGGRAPH 2014 Design Conference Vancouver, BC

Helped out at SFU School of Interactive Arts & Technology exhibitor booth to promote our school as well as showcase/present notable student work.

Visited other exhibitors' booths to learn about latest industry technologies, and attended talks to learn about design and project development processes of different companies and design firms.

## EDUCATION

### Simon Fraser University (Jan 2010 – Oct 2014)

B.A. (Honours) in Interactive Arts & Technology  
Minor in Publishing

Dean's & President's Honour Roll

Faculty of Communication, Art & Technology – Undergraduate  
Research Fellowship Award 2014

