

# Ziqi Xu(Anny)

## Designer

### Contact

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### Education

#### MASTER OF DIGITAL EXPERIENCE INNOVATION

University of Waterloo,  
Waterloo, ON  
2020 - 2021

#### HONOURS BACHELOR OF CRAFT AND DESIGN - INDUSTRIAL DESIGN

Sheridan College, Oakville, ON  
2016 - 2020

### Skills

PHOTOGRAPHY

FIGMA

SOLIDWORKS

ADOBE CREATIVE SUITE  
(PHOTOSHOP, ILLUSTRATOR,  
INDESIGN, XD, LIGHTROOM,  
PREMIERE PRO)

HTML

CSS

FINE ART & ILLUSTRATION

HANDCRAFT

SALES SKILLS

SOCIAL MEDIA MARKETING

### Work Experience

#### BUSINESS DEVELOPMENT SPECIALIST

Voltz Toys Inc. | 2023/05-2024/01

##### In-house and Online Sales

- Online sales channel(ex. Facebook Marketplace) and social media management
- Assisted walk-in customers and daily coordinated with distributors
- Provided technical support online and offline

##### Social media management and advertising

- Managed Chinese social media channels and supported the team on other social media platforms like Instagram and YouTube with weekly updates
- Assisted the team in managing and iterating Google Ads campaigns

##### Teamwork, Offline Event Planning and management

- Organized promotional events and company's participation in the Toronto Baby Show, Fall 2023, resulting in a 30% increase in sales
- Developed Standard Operating Procedures (SOPs) for promotional event preparation and trained new employees
- Acted as a liaison between different departments, assisting in establishing new management systems

##### Warehouse Management

- Logistics management: Daily operations on customs clearance and container transportation
- Inventory and Documented management of products, returns, and spare parts

#### VISUAL EDITOR AND PHOTOGRAPHY ASSISTANT

SayCheese Smart Photo Studio | 2022/11-2023/03

- Communicated with customers online, developed shooting plans, and set up shooting scenes
- Brand development: Established brand portfolio, and initiated a RED account from scratch

#### PROJECT DEVELOPER AND GRAPHIC DESIGNER (PART-TIME)

Matter and Form INC. | 2019/06-2020/06

- Developed 3D scanner courses tailored and handbooks for teenagers
- Customized solutions: Provided long-term course content updates based on customers' needs

#### GRAPHIC AND PRODUCT DESIGNER

Beijing Styrax Creative Media Advertising Co., Ltd. | 2018/06-2018/08

- Participated in the design of souvenirs for the Chinese Open Tennis Championship
- Created digital posters and advertising materials for offline advertising events