



HELLO, I'M TONG.

I'm a **storyteller, digital thinker, and hands-on creator** who transforms ideas into reality. I create diverse designs with a touch of playfulness and artistic verve while taking branding and business into consideration. My passion and focus is always about engaging people with my design.

PHONE:
+1 (647) 640 8178

EMAIL:
tongzhoudesign@gmail.com

WEBSITE:
www.tongzhou.ca

WORK EXPERIENCE

CREATIVE DIRECTOR

TROCHI LUGGAGE

Richmond Hill, ON / July 2015 - March 2020

5 years of experience

“THINKING OUTSIDE THE BOX WHILE THINKING INSIDE THE LUGGAGE”

BRANDING AND MARKETING

- Positioning Trochi as a “high-quality and moderately-priced” brand; establishing corporate accounts with Canadian Luggage Depot, Staples, eBags, Costco, as well as 30 local retailers.
- Growing Trochi into a profitable startup with a stable annual sales increase of 2% by its third year through collaborating with major online eCommerce and offline retailers.
- In-depth marketing research based on consumer-end and industry pioneers.
- Designing product catalogs, brochures, banners for online, offline and various international trade shows.
- Creating effective marketing strategies based on current market demands and consumer behaviors.

PRODUCT DEVELOPMENT

- Analyzing and improving the manufacturing process to reduce production costs by up to 3%.
- Designing and developing high-quality and fashionable product lines of Trochi luggage for various markets and demographics in Canada and the USA.
- Improving end-user experience by incorporating high-interest product features while adhering to rigid industry standards.
- Streamlining communication and integration between head office in Canada and the manufacturer in China with bilingual skills.

VISUAL BRAND DESIGNER (FREELANCE)

STUN AND AWE

Berlin, Germany / May, 2018 - October, 2020

- Projects including branding, graphic design, marketing, concept development and video editing for tech startups, tech events and digital online courses.
- Experience in experimental marketing.

BRAND AMBASSADOR AND CUSTOMER RELATIONS INNOVATOR

ECCO SHOES

Various locations / Great Vancouver Area, BC / September, 2012 - May, 2015

- Created a boutique shopping experience to local clientele which increased both personal and store sales.
- Created ECCO Royal Program with customers to improve and customize the shopping experience.
- Translated and promoted Ecco products on social media in Chinese, due to the fact that 35% - 40% of sales were generated from Chinese-speaking consumers in Greater Vancouver Area.

PERSONAL ACHIEVEMENT

“(UN)BEING CHINESE” / VIRTUAL EXHIBITION

DURATION

August 25, 2020 - September 26, 2020 at TaiwanFest

“I'M DIFFERENT, JUST LIKE YOU” / INTERVIEW WITH OMNI

August 25, 2020, on air

“THE COURAGE” / PUBLIC ART EXHIBITION

LOCATIONS

Harbourfront Centre, Toronto / August 2019
700 Granville Street (Nordstrom), Vancouver / September 2019

MEDIA PRESS

Georgia Straight / Issue #2692

EDUCATION

ADVERTISING AND DESIGN DIPLOMA

Langara College, Vancouver BC
2012-2015

BACHELOR'S DEGREE IN DESIGN AND ARTS

Nanjing University of Arts, China
2003 - 2007