

KAYLEY CHEUNG

UX DESIGNER

EXPERIENCE

Brand Marketing & Event Presentation | Maple Leaf Sports & Entertainment Ltd.

May 2017 - Present, TORONTO, ON

- Facilitated execution of over 75 client and internal events per year.
- Demonstrated problem solving ability by liaising between guests, vendors, and internal departments, ensuring events could run smoothly.

Assistant Video Editor | Skate Canada

Dec 2017 - Jun 2018, NORTH YORK, ON

- Collaborated with the national Skating Development department to reimagine and streamline the CanSkate and STAR programs.
- Built Skate Canada's online video library that is now referenced by coaches in 10 sections nationwide.

Project Assistant / Marketing Coordinator | Canadian Tire Jumpstart Charities

May - Sep 2017, TORONTO, ON

- Responded to up to 250 client requests weekly, coordinating with Finance and Regional Managers to ensure customer needs were met in a timely and accurate manner.
- Developed communications plan and training decks to facilitate database transition from SmartSimple to Raiser's Edge for community partners across Canada.

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

Jun - Sep 2020, TORONTO, ON

Seneca College | Graduate Certificate, Event Marketing

Sep 2016 - Aug 2017, MARKHAM, ON

Dean's List. Graduated with high honours (4.0 GPA).

Durham College | Advanced Diploma, Public Relations

Sep 2013 - Aug 2015, OSHAWA, ON

Accelerated program. Dean's List in 5 of 5 semesters. Graduated with honours. Team Experience Social Media Ambassador.

PROJECTS

B.Sleep | Sole Designer

Jul - Sep 2020, BrainStation Capstone Project

A native iOS product aimed to help millennials build healthy sleep habits and reduce exhaustion.

hello@kayleycheung.com

905.862.8161

linkedin.com/in/kayleycheung

PROFILE

Previously a marketing and communications professional in sports, entertainment and recreation, now looking to leverage empathy, creativity, and attention to detail to craft digital experiences.

SKILLS

Sketch
Figma
Research
Wireframing
Prototyping
Copywriting & Editing
Photoshop
InDesign
Illustrator
Premiere Pro
WordPress
Microsoft Office
G Suite
Social Media
Media Relations
Event Planning & Management