

# Asma Hemchayart

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## Summary of Qualifications

- Demonstrated expertise in graphic design and UX/UI, with over 2 years of experience.
- Expert in creating brand identities that resonate with target audiences.
- Skilled in designing packaging that enhances product appeal and boosts market presence.
- Enjoy facing new challenges and contributing creative ideas to team projects.
- Experienced in improving visual merchandising.
- Software proficiency in Figma, Adobe Photoshop, Illustrator, After Effects, Lightroom, and InDesign.

## Education

**British Columbia Institute of Technology, Vancouver, BC** | Advanced Business Management (January 2024)

- Developed a strong foundation in accounting, finance, business mathematics, organizational behavior, and business law.
- Demonstrated practical application of theoretical knowledge in collaborative team projects.
- Developed leadership and teamwork skills through group projects and presentations.

**Vancouver Film School, Vancouver, BC** | Digital Design (August 2022)

- Completed specialized coursework, and gained a comprehensive skill set for the digital design industry.
- Acquired presentation skills and conveying project concepts effectively.
- Developed a keen eye for detail and a strong aesthetic sense.

## Relevant Experience

**Modus Camera Accessories** | Visual Designer (June 2024)

- Performed in-depth research to pinpoint challenges, delivering targeted design.
- Created photography product packaging, visualize the image of the brand.
- Developed prototype and app wireframes, laying the foundation for intuitive user experiences.
- Led user testing sessions to refine designs and enhance overall usability

**Verdandi Performance Digital Marketing Agency** | Intern Graphic Designer (May 2021)

- Designed compelling character visuals and engaging social media content, enhancing the agency's online presence.
- Gained hands-on experience in marketing.
- Utilized illustration skills to elevate visuals and storytelling.
- Worked with real clients to implemented their brand identities.