



ANGELA LEI

www.angelalei.ca

Mobile: 778 387-5207

E: angela@angelalei.ca

GRAPHICS
WEB - UX/UI

INTERIOR
DESIGN

CREATIVE
DIRECTION

TOOLS I USE

PHOTOSHOP

ILLUSTRATOR

INDESIGN

WEBFLOW

WORDPRESS

ADOBE XD

AUTOCAD

SKETCHUP

&

ILLUSTRATION
BY HAND

EDUCATION

RYERSON UNIVERSITY,
Toronto

BAA, Interior Design

WORK EXPERIENCE & SKILLS

Graphic & Web, UX/UI, Creative Director

2014- Present, Freelancer

Toronto | Victoria | Vancouver

COMPETENCIES:

Creative & Analytical

Delivering complete digital & print design solutions for small and medium size businesses. Providing expertise in branding, strategy, layouts, font selection, logos, photography, image curation, social media and copy.

People & Self-Awareness

Acquiring and retaining clients. Using effective communication to clarify objectives and explain sound design solutions. Managing expectations and learning how to leverage strengths.

Technical

Good understanding of css, html & responsive design. Capable of prototyping and launching websites, without writing code. Well-versed in delivering great user experiences. Knowledge of print production and proper file preparation.

Management of Talent

Outsourcing a range of creative and technical talent: animation, coding, copy, editing, voice, 3D modelling. Assessing skill levels, preparing instructions, giving critique and appreciating contribution.

Architectural /Interior Designer & CAD Support

2005- 2014- Present

Freelancer & Various Companies

Toronto | NYC | Seattle | Vancouver

Responsibilities

Producing floor plans, elevations, sections & details at all phases from design development to permit and construction. Selecting finishes and furnishings. Assisted architects and engineers in finalizing complete working drawings. Co-ordinated with 3D rendering artists in creating images for sales team.

Project Types

Single Family Homes, Condos, Retail, Corporate, Hospitals, Restaurants

Companies (Employed & Freelance)

II x IV Design (Toronto), J Bodner Architects (NYC), LSGS Architects (NYC), S. Russell Groves (NYC), Weber Thompson Architects (Seattle), Resco Engineering (Toronto) Fairbrother Homes (Vancouver)

Illustrator & Writer

2001- Present, Self Initiated Projects

USA | East Asia

Creating Illustrations for children and young adults that have been licensed for use on stationery, toys, fashion accessories and household items. Author of illustrated books sold in the USA and parts of Asia. Prototyping an illustrated multi-lingual app for ESL Learners.