

UAN ZENG

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SUMMARY

Fresh graduate student in Visual Arts specializing in Commercial Spatial Visual Communication. Systematically mastered modern visual merchandising design methodologies and digital art creation techniques. Proficient in integrating data-driven thinking with aesthetic expression and demonstrating solid interdisciplinary practical capabilities across visual marketing, image creation, and fashion retail sectors

EDUCATION

Seneca Polytechnic College

Visual Merchandising Art

Sep 2023 - May 2025

Toronto, ON

- **Relevant Courses:** Fashion Styling, Branding, Layout and Planogramming

University of Toronto

Student of Communication Culture Information Technology

Sep 2020 - Jun 2021

Toronto, ON

- **Relevant Courses:** Film Art

EXPERIENCES

Owner, Baker, and Marketing Coordinator

Little Party Bakery

July 2020 - Dec 2021

Toronto, ON

- Founded and managed an online pet bakery, overseeing and participating in all aspects of product creation, brand promotion, customer engagement, and custom cake design; achieved \$6000 average monthly revenue
- Manage: Combined visual design and baking expertise to create custom pet cakes with personalized aesthetics and flavors, earning strong customer loyalty and brand recognition
- Social Media: Drove customer acquisition through targeted content on Instagram, The Rednote, and Facebook, successfully building a strong local client base and increasing brand visibility as a notable pet bakery

Freelance Photographer

UAN Work

Aug 2021 - Sep 2024

Toronto, ON

- styling, portrait, editor
- Worked as a freelance portrait photographer specializing in personal shoots, album covers, and event photography. Managed the full production process including client consultation, scene setup, lighting, shooting, and post-production editing
- Published original photography on social media platforms, generating over 10,000 likes and attracting commercial opportunities through audience engagement and visual storytelling

Marketing Coordinator

Upper Hill Education

Jan 2023 - May 2023

Toronto, ON

- Worked in marketing and communications at an educational institution, focusing on social media management, video production, graphic design, advertising, and copywriting. Created engaging digital content and visual materials to enhance brand presence and promote student enrollment
- Created and launched a daily-life TikTok video campaign that reached over 70,000 views and 10,000 likes in a single day. Effectively increased brand visibility and parent engagement by showcasing authentic student life at the institution

Fashion Stylist, Sales Representative, and Visual Merchandiser

Maruko Design

Jun 2024 - Sep 2024

Toronto, ON

- Responsible for in-store visual merchandising and styling at a fashion retail store. Greeted and assisted customers, providing personalized outfit recommendations based on their preferences, body type, and style
- Served seven high-value clients in a single day and achieved \$20,000 in daily sales. Demonstrated strong interpersonal skills and the ability to close high-ticket transactions in a fast-paced retail environment

PROJECT

Handmade Hat Rack Design & Production for WDLT 117

Designer

- Designed and handcrafted a hat rack for the WDLT 117 designer concept store, integrating functionality with aesthetics to suit lifestyle branding
- Oversaw material sourcing, structural design, and manual production, resulting in a visually impactful, boutique-quality final product

Fashion Trailer for Tunggiya

Director, Videographer, Editor

- Planned and executed a short fashion trailer, including storyboarding, location scouting, camera operation, and post-editing
- Delivered a visually compelling final video capturing the brand tone and enhancing audience engagement through dynamic editing and mood-setting visuals

Fashion Magazine Photo Shoot – Background Setting

Set Designer, Assistant Stylist

- Assisted in conceptualizing and building a photo shoot backdrop for a fashion magazine spread
- Designed spatial layout, selected props, and ensured visual coherence aligned with the editorial theme and fashion styling direction

Wine Tasting Event at Dopapen

Lead Coordinator, Organizer

- Organized and managed a wine tasting event from concept to execution, including venue selection, layout design, vendor coordination, and guest experience planning
- Delivered a smooth and elegant event experience for guests, integrating thematic decor and curated wine pairings

Pop-up Shop for Lipu Boutique

Owner, Sales, Product Curator

- Acted as both buyer and sales representative for a pop-up boutique retail project
- Curated merchandise, managed product display, and engaged directly with customers to drive sales and enhance brand interaction

Guest Lecturer on Photography

North York Academy Private High School

- Invited to deliver a guest lecture on the artistic and technical aspects of light and shadow in photography
- Provided students with real-world insights through story-driven photo examples and interactive discussion

SKILLS

Technical: Adobe Photoshop, Illustrator, Lightroom, SketchUp, DaVinci Resolve, Final Cut Pro, Excel, LaTeX

Bilingual : English, Mandarin