

WILLINGTON KUO

Unionville, ON

QUALIFICATIONS

Technical Experience and Knowledge: Experienced in asset design with digital marketing and web coding skills from past education and work experience

Analytical and Problem Solving: Implemented creative design ideas for marketing and social media outlets such as introducing animated shareable to MLITSD social media to increase engagement rates also, collecting data as well as data analysis

Project Management and Planning: Capable of completing all assigned design tasks within tight deadlines by managing time efficiently

WORK EXPERIENCE

Senior Media Producer

Ministry of Labour, Immigration, Training and Skills Development
Communications Branch (CB)

May 2026 — Current

Responsibilities

- Being the resident expert on all digital mediums and providing evidence based approach to each campaign, social and video projects
- Assisting different units web, social, internal communications and graphic design to remove road blocks and ensure projects can be delivered with quality in a timely manner

Senior Digital Advisor

Ministry of Education
Communications Branch (CB)

Jul. 2025 — April 2026

Responsibilities

- Proven ability to plan, write, and manage approvals for engaging organic social media content across multiple platforms, aligned with ministry goals and audience needs
- Skilled in developing digital content and creative assets, including graphic design, shareables, animation and video using tools like adobe suite
- Adept at researching social media trends, analyzing performance metrics, and applying insights to optimize content strategy and audience engagement

Web Communications Advisor

Ministry of Education
Communications Branch (CB)

Feb. 2025 — Jul. 2025

Responsibilities

- Managing ministry digital products, including planning, developing, implementing, and maintaining Internet and intranet page design, publishing, and content standards. Adhering to the Ontario VI and web standards
- Monitor and analyze website traffic and user engagement metrics to optimize content and improve user experience, by utilizing tools such as Google Looker Studio and Google Search Console
- Conduct regular audits of web content to ensure accuracy, relevance, and compliance with organizational standards

Achievements

- Created Google Looker Studio dashboards for the digital team and internal

communications team. Provided training for the ministry contributors.

- Launched the revised Kindergarten page as well as lead the Estimates project for EDU, updated the Specialist High School Major book with over 34 pages
- Joined the Communications Branch Social Engagement and Professional Development team leading branch events and working with managers

Graphic Designer

Ministry of Labour, Immigration, Training and Skills Development
Communications Branch (CB)

May. 2018 — Jan. 2025

Responsibilities

- Acting as the lead visual identity coordinator maintaining the ministry overall compliance to the Ontario VI also providing accessibility consulting
- Effectively support the unit by designing deliverables in various mediums such as logos, brochures, posters, social posts and video assets
- Thoroughly present designs for high profile clients (Assistant Deputy Minister and Minister's Office) by describing the process and reasoning behind each design solution
- Handle and produce digital live webinars and video production for internal and external ministry events
- Supervise the assessment of all digital library assets such as images and videos to ensure quality and that everything is compliant to the Ontario Health and Safety Board standards

Achievements

- Led the design and creation of assets for Communications and Marketing Branch on marketing, social media and production projects which resulted in creation of a permanent graphic design position
- Collaborated with co-workers to create over five hundred shareable assets for social media outlets
- Designed and created Ministry of Labour's 100th ministry anniversary magazine and brochure
- Produced a high-profile Minister/ministry Labour Day video within a tight three day timeline

Graphic Designer

Ministry of Finance
Budget Secretariat

Sept. 2021 — Jul. 2022

Responsibilities

- Lead and created the design of the ministry publications of the Budget, Fall Economic Statement (FES) documents and other ministry reports
- Collaborated in print production of high profile products such as the Budget and FES book and the back drop banners that go along with the products
- Collectively worked to prepare assets for design projects for clients in a fast paced environment

Achievements

- Helped established the design and look of the document in the early stages though presenting the designs to the Minister Office
- Maintained a constant high satisfaction of digital and print designs with Minister's Office

EDUCATION

Graphic Design Advanced Diploma (GRA)
Seneca College, Toronto, ON (Seneca@York)

Sept. 2015 — Aug 2018