KATHY ZHU

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PROFILE

Multidisciplinary creative professional with a Master of Digital Media and a background in architectural design. Experienced in artist coordination, project management, visual storytelling, multimedia production, and digital communications. Seeking opportunities in gallery administration, exhibition support, and arts programming. Bilingual in English and Mandarin Chinese.

EXPERIENCE

FOUNDER & CREATIVE DIRECTOR | GlanVis July 2026 – Present

- Founded a Toronto creative studio specializing in multimedia experiences, spatial concepts, motion design, and interactive media.
- Leads visual research, concept development, and creative production across diverse projects.
- Manages client communications, project coordination, and creative delivery from concept to execution.

SALES MANAGER | Sunhope Consulting Inc. July 2025 – Present

- Manages client inquiries, business development, and professional relationships across phone, email, and digital platforms.
- Coordinates marketing campaigns, promotional materials, and lead generation, including performance reporting and sales forecasting.

MEDIA PROJECT MANAGER | Meow Media Inc August 2024 – June 2025

- Coordinated multi-month projects for 5–6 music artists, managing timelines and communications with producers, composers, and creative teams.
- Developed project proposals and promotional materials for artist collaborations, music releases, productions, and campaigns.

SOCIAL MEDIA / ADVERTISING CONTENT CREATOR | BrandBoosty Inc. April – August 2024

- Produced 4–5 weekly multimedia posts across Instagram, TikTok, and RedNote, including video editing, graphic design, and bilingual copywriting.
- Coordinated client communications, content planning, and team workflows using Notion.

DESIGNER | Partisans February – August 2022

- Produced architectural drawings, 3D renderings, web designs, and technical animations to support project proposals and communicate spatial concepts.

EDUCATION

Master of Digital Media | Toronto Metropolitan University 2022 – 2023

Key Courses:	Interaction Design · Digital Media Environments · Business Management · Digital Media Entrepreneurship
GPA:	4.14 / 4.33
Honors & Awards:	$4,500 Ryerson Graduate Fellowship Award (2022)

Honours Bachelor of Arts, Architectural Studies | University of Toronto 2017 – 2021

Specialization:	Technology of Architecture, Landscape, and Urbanism Stream
Key Courses:	Design and Production · Visual Concepts and Visual Strategies · Art History · Computation and Design
GPA:	3.78 / 4.0
Honors & Awards:	Dean's List Scholar 2018 – 2021; graduated with High Distinction

SKILLS

- Project & event coordination
- Artist & client communications
- Visual research & storytelling
- Spatial & graphic design
- Digital content production
- AI-assisted visualization & video
- Multimedia & motion design
- Social media & outreach
- Website design & development
- Adobe Creative Suite, Canva, Notion

SELECTED PROJECTS & ARTS ENGAGEMENT

- Led event planning for Toronto Metropolitan University's 2023 Master of Digital Media Industry Day graduate showcase.
- Received an Honourable Mention in the CBDX Borderlands International Design Competition for narrative visualizations; work published on the competition website.
- Operates educational social media accounts that analyse design principles across architecture, urban planning, literature, and film.
- Served as administrator and lead vocalist of Vox Club (2022 - 2024), a Toronto-based Chinese singing group performing at large-scale events across the GTA.
- Teaches piano to students aged 10–17 (ongoing); has played piano for 23 years.