

# WINNIE TRAN

2B: University of Waterloo - Psychology & Business  
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## SUMMARY & OBJECTIVES

I am a constant work-in-progress. Versatility is my greatest strength and taking initiative is what I do best.  
As a psychology major, I want to learn about how our thoughts influence our behaviour and motivations.  
As a designer, I want to be able to create and innovate, helping others to bring their ideas to life.  
As an entrepreneur, I want to lead, motivate, and inspire. while learning how to make my dreams a reality.

## SKILLS & QUALIFICATIONS

### Hard Skills, Programs, and Languages:

- Proficient in: Adobe Photoshop, Illustrator, Microsoft Word
- Working Knowledge of: HTML, CSS, Microsoft Excel
- Experience in Graphic Design, Research, and Marketing

### Soft Skills & Personality Traits:

- Strong oral/written communication skills
- Charismatic, motivated, and results-oriented
- Flexible: Able to work individually and in teams

## WORK & VOLUNTEER EXPERIENCE

### **Midnight Sun Solar Rayce Car Team - Sponsorship & Marketing Coordinator**

January 2014 - April 2014

Waterloo, ON

- ♦ Team Lead of Graphics - Designed newsletters, business cards, posters, and promotional materials
- ♦ Team Lead of Website - Helped to design and create official company website using HTML, CSS, and LESS
- ♦ Designed and launched "Fundin' the Sun" crowdfunding campaign: <http://bit.ly/fundthesun>
- ♦ Raised over \$15,000 in funding for solar car project through grants, proposals, and corporate sponsorships

### **University of Waterloo - Cognitive Psychology Division: Research Assistant**

June 2013 - Present

Waterloo, ON

- ♦ Collaborated with PhD candidates and professors to recruit participants and run three experimental lab studies related to mind wandering using sustained attention to response (SART) tasks
- ♦ Certified in the Tri-Council Policy Statement (TCPS2) of research ethics
- ♦ Gained experience working with deceptive, blind, and double-blind experiment manipulations

### **Brampton Montessori School - Camp Coordinator & Teaching Assistant**

June 2009 - August 2011

Brampton, ON

- ♦ Supervised and tutored a class of 20 children ages 3-6
- ♦ Created lesson plans, crafts, and activities for children following the Montessori program
- ♦ Conducted needs assessments and creating short-term education plans for each child

## EDUCATION & INTERESTS

### Education:

University of Waterloo: 2012- Present  
2B: Honours Bachelors of Arts  
Major: Psychology and Business  
Minor: Human Resources Management

### Areas of Interest:

- Leadership, Research, Marketing, Business Development
- Graphic Design, Web Development, Desktop Publishing
- Social, Cognitive, and Industrial Psychology
- Public Speaking, Problem Solving, and Networking