Horst Fang

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EDUCATION

University of Waterloo — Expected May 2030
(B.A.Sc.) in Systems Design Engineering — *Waterloo, ON*
- Recipient of the University of Waterloo President's Scholarship.
- **Relevant Coursework**: Digital Computation (C++), Communications in Systems Design Engineering

EXPERIENCE

Trudeau Student Activities Council — May 2024 – June 2025
Head of Publicity — *Markham, ON*
- Led a 3 member team to create **70+ unique pieces of digital and physical media**, attracting **1M+ views** and a **20% increase in followers** using Adobe Illustrator and Photoshop.
- Designed & setup weekly events for **1,600+ students**, including a Halloween event that attracted **1000+ visits**, driving a cumulative revenue of **over $37K**.

Ataraxia Apparel Inc. — May 2025 – Present
Founder — *Remote*
- Founded a clothing company, reaching **65K+ users in a month** on social media, generating **$5k in sales.**
- Hosted a popup event consisting of 100+ attendees, receiving **70+ engagements**, **propelling social media followers by 10%**.
- Designed 7 unique garments through researching **50+ manufacturers**, optimizing quality and decreasing cost of goods for a **gross profit margin of 60%**.

Celebrasians — Aug 2023 – Dec 2024
Vice President of Graphic Design — *Remote*
- Planned contests and webinars, optimizing audience engagement, reaching an **international audience**.
- Designed digital media to attract **38K impressions a month**, increasing the Instagram following count by **20%**.
- Led the creation of informative social media posts about East Asian culture, countering Asian racism.

TF Furniture — Jul 2023 – Sept 2024
Furniture Assembler & Shipper — *North York, ON*
- Assembled **4+ large furniture pieces** weekly using power tools, contributing to **over $2,500 in company revenue** each shift.
- Managed orders and shipping of substantially large and valuable pieces, traveling up to **220km** in one trip whilst maintaining a **97.5% satisfaction rate.**

PROJECTS

Semi Formal - A Night in Wonderland — Oct 2024 - Nov 2024
- Drove **92K impressions** on social media by leading a team to create **a series of 6 digital media posts**, driving **30K in ticket sales.**
- Planned the theme, layout, and activities that were executed at the event, reflecting a **95% satisfaction rate.**

Blazer's Bash — Mar 2025 - May 2025
- Piloted a team in creating **a series of 8 digital media posts**, along with posters and banners for an annual carnival event, driving **140K impressions** on social media and **400+ active participants**.
- Planned engaging carnival events, layout, and activities, reflecting overwhelmingly positive feedback.

Gardening Rube Goldberg Machine — Dec 2024 – Jan 2025
- Designed and built a machine with **7 mechanisms** utilizing the transfer of energy to water a plant through effective communication and teamwork.
- Created a **50+ page** lab report with detailed physical analytics and calculations of each mechanical component.

TECHNICAL SKILLS

Programming/Analysis: HTML/CSS, JavaScript, C++, React, Python, Git, GitHub, MATLAB
CAD & Design Tools: Adobe Illustrator, Figma, Adobe Photoshop, Adobe Dimension, SolidWorks
Productivity Tools: VS Code, Google Workspace, Microsoft Office