

# MINNIE WHEAT

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**OBJECTIVE:** To combine my cutting-edge graphic communication skills with my passion to increase public awareness about healthy nutritional choices as a Communications Assistant with DigiBC

## PROFILE SUMMARY

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- 3rd year Food and Nutritional Science double major at the University of British Columbia (UBC)
- More than 5 years of graphic design and communications experience through a variety of academic and personal projects
- Over 2 years of experience leading and mentoring children and youth in food and health workshops
- In-depth knowledge of Canadian laws, regulations and quality assurance for food products
- Proficient with Adobe Creative Suite (InDesign, Photoshop, Illustrator, Dreamweaver), Microsoft PowerPoint and Corel Draw

## GRAPHIC COMMUNICATIONS EXPERIENCE

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### Webpage Designer

January 2015 – present

*What's Eating Minnie Wheat* - [www.minniewheat.com](http://www.minniewheat.com)

A personal webpage evaluating the nutritional value of meals seen on the Food Network

- Designed a user-friendly site with Adobe Dreamweaver to educate readers about the health and nutrition of meals prepared by celebrity cooks
- Attracted 300 viewers within the first month of launching the webpage
- Ensure accurate nutritional information (e.g., ingredients, calories, etc.) is provided to consumers by consulting reliable food industry resources (Nielsen's Food Analysis, Fennema's Food Chemistry)

### Graphic Designer

January 2012 – June 2014

*Vancouver Technical Secondary*

- Designed promotional brochures and business cards for school clubs (e.g., Key Club, Variety Club) and professional companies (e.g., Fresh Slice, Big City Cupcakes)
- Canada SOARS award for artistic achievement, 2006 and 2007

## FOOD AND NUTRITION EXPERIENCE

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### Workshop Presenter

September 2011 – present

*UBC Nutrikids*

- Delivering 1-hour workshops to classes of 20-30 children (grades 3-5) that help empower them to participate in a 14-day healthy recess snacks challenge
- Increasing the children's understanding of a balanced diet through interactive games

### Microorganisms in Food Systems (3<sup>rd</sup> year course)

January 2017 – April 2017

*University of British Columbia*

- Used Microsoft Powerpoint to design a poster depicting sanitary public washrooms for food service providers, earning a grade of 97%
- Developed a strong understanding of Canadian Food Inspection Agency (CFIA) regulations for quality control of dairy and sausages through 2 problem-based case studies
- Gained proficiency in interpreting microbial data to determine if food has been properly processed

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## Food Analysis (3<sup>rd</sup> year course)

September 2017 – December 2017

*University of British Columbia*

- Mastered the various laboratory methods involved in analyzing the contents of carbohydrates, protein, fat, water, and ashes
- Engaged in food tasting studies to understand how consumers' choices are influenced by the chemical, physical, and sensory properties of food

## ADDITIONAL EXPERIENCE

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### Career Peer Educator

September 2017 – present

*UBC Centre for Student Involvement & Careers*

- Coaching students to tailor their resumes and cover letters for all job postings, with the majority of students rating my advising as "very good" to "excellent"
- Evaluating each student's individual needs in order to provide appropriate feedback within a 45-minute appointment
- Volunteered to design and present a resume workshop using a food analogy for a group of 15 student leaders at the 2015 Student Leader Conference (UBC's largest student-run annual conference)

### Peer Counsellor (Volunteer)

July 2015 – April 2017

*UBC Speakeasy*

- Over 50 hours of training on empathy, suicide risk assessment, boundary setting, and confidentiality
- De-escalated the emotions of distressed students through active listening and by providing referrals to appropriate healthcare services

### Admission Cashier

August 2013 – June 2017

*Vancouver Aquarium*

- Balanced sales and deposits of \$6000-\$8000 per 8-hour shift, with no records of discrepancies
- Secured 35% more membership sales than all other staff members
- Selected by the manager to be cross-trained as a science facilitator due to positive customer feedback

## EDUCATION

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### Bachelor of Science, Food and Nutritional Science (Double Major)

September 2014 – Present

*University of British Columbia*

Relevant coursework: Food Laws, Regulations and Quality Assurance, Food Analysis

## INTERESTS & ACTIVITIES

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Violin: Received the Kiwanis Festival silver (2013) and bronze (2014) medals for school orchestras

Photography: [www.facebook.com/minniephotography](http://www.facebook.com/minniephotography)

Tae Kwon Do: 7<sup>th</sup> Kup green belt

Dragonboating, ceramics, sewing