



RODNEY TO

GRAPHIC DESIGNER

Date available: One month notice
Expected salary: 34,000 ~ 35,000

EXPERIENCE

2021

Aug to Present



ZA Bank

Animation and Graphic Designer

- Report to the Head of Growth (Branding Studio), to compose animated and graphic advertising material
- Be able to come up with non-traditional idea to illustrate the advantage of our financial products, and relate to real life situation
- Understands ad platforms logic, and able to come up with material that fits its spec and algorithm

2017

Apr to 2021
Aug



DBS

Graphic Designer

- Responsible for artworks and design for digital marketing including banner display, eDM and website
- Working with our marketing team, implement and roll out online marketing strategy with the use of Facebook and other Social Media Platforms
- Design and develop creative printing concepts for corporate image and marketing
- Mobile application UI design

2015

Jul to 2017
Jan



HUAWEI

Graphic Designer

- Responsible for graphic/ web design & production of all kinds of promotional materials, including advertisement, POSM, leaflet, social media materials (images and videos), website and web banner
- Responsible for product images retouching
- Work closely with marketing team to develop ATL and BTL as well as digital marketing materials
- Follow through project from concept development, artwork design and production independently with the team and production house within tight timeline
- Any other ad hoc projects to be assigned

2014

Apr to 2015
Jun



HOUSE LTD

Graphic Designer

- Develop product catalogues and packaging ideas
- Design promotional materials to cater for our marketing campaigns
- Assist in brand building and product development
- In charge of product-shooting
- Manage food printing operations

2010

Sep to 2014
Mar



生活創庫

Senior Designer

- Creative mindset and independent from design concept; final artwork to production
- Ensure design are within allocated budget & delivered on time
- Working & supervise with a team to ensure the design / projects are eligible
- Follow up store events arrangement - Prepare in-house production (banners / direct mailing etc.)

EDUCATION

2009-2011

First Institute of Art and Design

工商設計夜校文憑課程

2005-2008

Hong Kong Institute of Vocational Education (Chai Wan)

Higher Diploma in Advertising and Global Brand Management

2004-2005

Hong Kong Institute of Education

Project Yi Jin- Community College Preparatory Programme

1999-2004

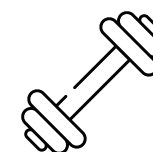
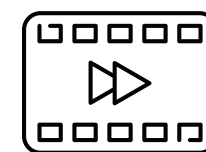
Cognitio College (Hong Kong)

Form 1 To Form 5

SKILLS



INTEREST



LANGUAGES

粵

普

英