



# RODNEY TO

## GRAPHIC DESIGNER

Date available: One Month Notice  
Expected salary: 34,000 ~ 35,000

## EXPERIENCE

2023

Aug to Present



香港聯交所上市公司 (459) 成員

### Multimedia Designer

- Plan, create, develop, and execute multimedia content (such as social media, photography, video, graphics, and website) to deliver the key brand message to internal and external audiences
- Work closely with teams to develop digital/video communication materials
- Edit and shoot videos, and create animations
- Responsible for live streaming
- Work from layout concept to artwork and print production processes on various materials, including brochures, advertisements, cards, and other marketing collateral
- Prepare design schedules, construction progress and ensure quality
- Supervise the team's work and provide appropriate support and training
- Enhance the group's image and explore new channels for brand awareness

2021

Aug to 2023  
Jul



### 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



### GOURMET 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

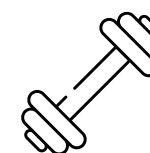
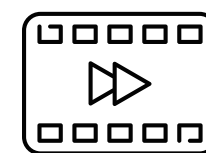
Cognitio College (Hong Kong)

Form 1 To Form 5

## SKILLS



## INTEREST



## LANGUAGES

粵

普

英