Hing Cheung, Kwok (Anson)

Flat E, 39/F, Tower 8, Ocean Shores,

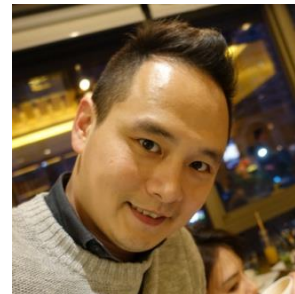Tiu King Leng, Hong Kong

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Availability: Immediately

Personal Statement

Creative and detail-oriented Senior Graphic Designer with 18+ years of experience specializing in web development, graphic design, and digital marketing professional in Asia Pacific. Serving clients across Hong Kong, Mainland China, US, London, and APAC. With a strong background in web development, SEO/SEM, CMS, UI design, graphic design, and digital marketing materials design, especially in the Fintech, Financial and IT industries. I excel seamless cooperation between marketing team and development team to achieve shared goals. Looking ahead, I am eager to take on leadership roles, bringing my creativity to the evolving digital landscape. Apart from my design ability, I am a friendly and enthusiastic person.

Skills

Technical Skills

- HTML5/CSS3
- JavaScript/jQuery
- Bootstrap/Responsive Design
- WordPress/CMS
- PHP

Design & Tools

- Adobe Creative Suite
- Figma
- MS Office
- Adobe After Effects
- Final Cut Pro

Industry Knowledge

- UI/UX Design
- SEO/SEM
- Digital Marketing
- Exhibition Design (iFX)
- Social Media Campaigns

Language

- Cantonese
- Mandarin
- English

Employment Experience

Design Consultant
Global eSolutions (HK) Limited, Hong Kong

Mar 2025 - Present

- **Digital & Web Development:** Web development and maintenance for digital platforms, corporate websites, and financial systems.

- **Cross-functional Collaboration:** Worked with marketing, product, and development teams to deliver cohesive visual solutions aligned with business objectives.

Senior Graphic Designer
Global eSolutions (HK) Limited, Hong Kong

Oct 2007 - Mar 2025

- **Digital & Web Design Leadership:** Spearheaded web design, development, and maintenance, ensuring optimal UX/UI for digital platforms, corporate websites, and financial systems. Enhanced SEO/SEM strategies to improve online visibility for group companies and clients.

- **Brand & Marketing Collateral:** Created high-impact print and digital materials for global financial expos (iFX EXPOs, Seminars), including exhibition booths, roll-up stands, brochures, flyers, and corporate branding assets.

- **Digital Marketing & Social Media:** Designed engaging promotional content for EDMs and social media campaigns for group companies and clients, driving brand awareness and lead generation in the fintech sector.

- **Cross-functional Collaboration:** Worked closely with marketing, product, and development teams to deliver cohesive visual solutions aligned with business objectives.

Web/Graphic Designer
FXCM Asia Limited, Hong Kong

Feb 2006 - Jun 2007

- **Digital Design & Web Development:** Led the design, development, and maintenance of corporate websites and digital platforms, ensuring seamless UX/UI for financial clients. Optimized SEO/SEM strategies to enhance online visibility and user engagement.

- **Brand & Marketing Collateral:** Designed high-impact print materials for global financial events (iFX EXPOs, Seminars), including backdrops, roll-up stands, posters, and leaflets, maintaining brand consistency across all touchpoints.

- **Integrated Marketing Campaigns:** Produced compelling digital and print promotional materials to support multi-channel marketing initiatives, driving lead generation and brand awareness in the fintech sector.

Web/Graphic Designer   Aug 2004 - Sep 2005
Wire Studio Workshop, Hong Kong

- Responsible for web maintenance, and online graphic design.

Relevant Experience

Senior Graphic Designer   2023 - 2025
Max Online Limited, Hong Kong

- **Led fintech-focused web design, web maintenance & branding**, developing high-conversion digital assets (landing pages, banners, EDMs) to drive lead generation and client engagement.

- **Produced premium financial event collateral** for **iFX EXPOs and seminars**, including investor-grade booth designs, roll-up stands, and print materials that reinforced brand authority in competitive markets.

- **Optimized digital campaigns** with SEO/SEM-driven social media visuals (Facebook, Instagram, YouTube) tailored to financial audiences, ensuring compliance with industry regulations.

Web Developer / Graphic Designer   2010 - 2014
City Credit Capital Group, Global

- **Designed and maintained fintech platforms**, creating intuitive UI for trading portals, dashboards, and client portals with a focus on data visualization and user trust.

- **Developed high-impact marketing kits** for global financial expos (iFX EXPOs), including institutional-grade backdrops, posters, and digital displays to attract brokers and investors.

- **Collaborated with compliance teams** to ensure all materials adhered to financial advertising standards (e.g., clear risk disclaimers, regulated imagery).

Web Developer   2022 - 2023
Education Bureau, Hong Kong

- One of web developers, responsible for improved apart of the UI strucuture for Web-based School Administrative and Management Systems (WebSAMS).

Education

Vancouver Film School   Mar 2002 - Feb 2004
Interactive Media Diploma

Kwantlen Polytechnic University   1999 - 2001
Computer Science and Information Technology

Vancouver Community College   1998 - 1999
Certificate III in ESL (Access)

H.K.C.E.E   Aug 1996
Hong Kong Certificate of Education Examination