



# Cassandra Chan

BRANDING | UX / UI | CREATING EXPERIENCES

## EXPERIENCE

### Creative Intern

Jun 21 - Jan 22 | Edelman HK Ltd.

- Designed social posts, infographics, animated videos, and websites for over 30 brands.
- Touched up and created pitch deck designs and mockups for company briefs and proposals.
- Worked with account team and assisted art director and creative director to execute campaign ideas.

### Crew Member

Dec 20 - Dec 21 | Exposure Studio Productions

- Website planning, UI/UX consultation and project management for their website.
- Participate in technical arrangement, planning and execution of projects and video production.

### Design Student Assistant

Aug 20 - Present | HK PolyU

- Maintained and updated website content.
- Create and update design assets for promotional materials for print and digital use while following brand communication guidelines issued.

### Visual Design Intern

Feb 20 - Apr 20 | Dory Network Technology Ltd.

- Designed, implemented and maintained user-friendly bilingual website.
- Built and maintained brand guidelines and standards used in all communications, promotional materials and brand touchpoints.

## CONTACT

✉ ckrizziworks@gmail.com

✉ +852 5129 2599

🌐 ckrizzi.github.io/works

## EDUCATION

### BA (Hons) in Scheme of Design - Advertising Design

The Hong Kong Polytechnic University,  
School of Design, 2018 - 2022

### Minor in Marketing

Department of Marketing and Management

## ACHIEVEMENTS

### 2020 | Camel HK

Sponsored Creative Campaign  
Pitch | 2nd Runner Up

### 2021 | La Biennale Countless Cities

Exhibited in Favara, Italy

## SKILLS & TOOLS

### Skills:

Brand & Identity, Advertising & Marketing, Art Direction, Campaigns, Photography & Video, UI/UX Development, Basic HTML

### Tools:

Adobe Suite (Illustrator, Photoshop, XD, InDesign, Dreamweaver, Premiere Pro), Figma, WordPress, Visual code studio, Sketch, Notion, Slack, Github

### Language :

English, Cantonese, Mandarin