

# Cassandra Chan



## contact

## Advertising Major / Marketing Minor

Advertising | Branding | UX / UI

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## education

### Bachelor of Arts (Hons) in Scheme of Design - Advertising Design

Notable Academic Achievements:

Advertising Strategy	A	The Hong Kong Polytechnic University School of Design 2018 - 2022
Advertising Concept Writing	A	
Visual Culture	A	
Digital Visualisation Skills	A	

### Minor in Marketing

Notable Academic Achievements :		The Hong Kong Polytechnic University
Consumer Behaviour	A+	2020 - 2022

## experience

### Crew Member

- Participate in technical arrangement, planning and execution of projects and video production.

Exposure Studio Productions  
Dec 2020 - Present

### Design Student Assistant

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

PolyU Research Institute for Sustainable Urban Development  
Jul 2020 - Present

PolyU Faculty of Construction and Environment  
Aug 2020 - Feb 2021

### Visual Design Intern

- Built and maintained brand guidelines and standards used in all communications, promotional materials and brand touchpoints.
- Worked closely with the product and marketing team to execute campaigns.
- Prepared content for marketing materials, email newsletters, EDMs, social media feed etc.
- Designed, implemented and maintained user-friendly bilingual website.

Dory Network Technology Ltd.  
Feb - Apr 2020

## skills & tools

### Language :

Written: English, Chinese

Spoken: English, Cantonese, Mandarin

**Skills:** Brand & Identity, Advertising & Marketing, Campaigns, Graphic Design, Photography & Video, UI/UX Development, Basic HTML

**Tools:** Adobe Suite (Illustrator, Photoshop, InDesign, Dreamweaver, Premiere Pro), Figma, WordPress, Visual code studio

## achievements

2020 | Camel HK Sponsored Creative Campaign Pitch | 2nd Runner Up

2019 | Exhibition of Student Visual Arts Work | Education Bureau | Selected Senior form portfolio

2018 | Exhibition of Student Visual Arts Work | Education Bureau | Gold Prize

2017 | International Students' Visual Arts Contest - Cum-Exhibition of Hong Kong | 2 Honorable Mentions in photography

2016 | 2nd Interschool Advertising Ideas Contest | AM730 | Brand award | Best Artwork | Best Creative Idea

## extra-curricular

### Promotion Secretary of Hall Association

Created promotional materials for events and the hall, including prints, videos, merchandise. Also organized and coordinated events.