

Hello, I'm K.

Contact

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📞 98092384

Online portfolio 

EXPERIENCE.

Visual Designer

Freelance [Feb 2019 - Present]

Designed assets for various freelance projects including websites, illustrations, logos, social media campaigns material, visual work and promotional print. Achieve the goals between design and experience from idea to final product.

Senior Web Designer

tag.digital [Jan 2006 – Nov 2018]

Collaborated with project managers and development teams specialising in multi-platform development of websites, apps, social media campaigns and various digital projects. Ensure that the entire process from zero to release is well executed and meets key delivery requirements.

Generate and execute creative ideas in a variety of design outputs involving UI design, logo design, visual design, animation and illustration.

Redesigned the website for Universal Music Group (Hong Kong) to optimise the overall experience and reduce user bounce rate by 48%.

EDUCATION.

Hong Kong Institute of Vocational

[Jul 2007] High Diploma in Multimedia Web Development & Digital Entertainment

[Jul 2005] High Diploma in Telecommunication & Networking

QUALIFICATION.

[2001] Microsoft Certified Systems Engineer

SKILL.

- DESIGN

Design Thinking,
Ideation, Interaction
Prototyping, Visual
Design

- TOOLS

Adobe Creative Suite :
Photoshop, illustrator,
XD, Figma
Coding : HTML, CSS

- SOFT SKILL

Work independently, responsibility and
Problem-solving aptitude;

Have a good team spirit and positive
attitude, able to fit in a fast-paced
environment;

Strong sense in design, with good attention
to details and self-requirements ability.

“ At my core, Design requires emotional connection with the people while accommodating its function, which is the most exciting part of creating purposeful and bringing meaningful result. ”

Works.



UNIVERSAL MUSIC GROUP

Universal Music Group (Hong Kong)

Redesign comprehensive music platform that aimed to improve its digital experiences to boost its competitive advantage and increasing music audience engaged and trusted.

Deliverables

Website

What i did

Decreased user bouncing rate 48% & increased 45% website traffic by reconstructing a clear content and design hierarchy that enhance user experiences.

Case Study :

[Short version \(PPT\)](#)

[View Full version](#)



roll:Case

A holistic digitize business card platform that aims to user-centric approach to create a stress-free way to organize their business card become more efficient in a green way.

Deliverables

APP

What i did

Ability to accomplish 3 core task, lower than 2 min where are Card Creation, Card Exchange and Paper Card Digitalize through optimizing the overall experience

Case Study :

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For further details of my online portfolio for your evaluation, please click here

[Detail](#)