

# Hello, I'm K.

Contact

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📞 98092384

Online portfolio 

## EXPERIENCE.

### Visual Designer

Freelance [ Feb 2019 - Present ]

Carry on various visual project and execute from the ideas to the client deliverables, such as websites, branding identity, social media materials, illustrations and printing design.

### 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. Participate in key design phases such as sitemaps, key visual and prototypes.

Actively incorporate stakeholders feedback to optimise and iterate designs to improve performance.

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

- FRONT-END CODING

HTML, CSS

- SOFT SKILL

Work independently, responsibility and self-motivated attitude;

Have a team-focus mindset and Problem-solving aptitude;

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

# Works.



## 2nd Burger House Branding

2nd is an hand-crafted burger house joint in London that specializes in the night service. Having a brand message that connects with customers and the small community culture is vital to 2nd's success.

### Deliverables

Brand  
Identity

### What i did

Redesign brand identity to convey the message of the merge between traditional South Africans tasty and community to transmit to it's costumers.

[Case Study](#) ➔



## 和酌 Local Sake Campaign

"和酌" is an e-commerce platform that offers a variety of japan wine-related experiences and a new lifestyle. Aim to sell mainly fresh sake at the same price in Japan and classic snack that go well with its sake.

### Deliverables

Promotional  
Campaign

### What i did

Create an engaging sake monthly delivery campaign to increase sales of the online shop which seamlessly guiding customers to make purchases on the website.

[Case Study](#) ➔

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

[Detail](#) ➔