

A designer based in Hong Kong. At my core,
Design requires a higher sense of collaborating
with different perspectives to achieve a holistic
and meaningful result. I believe that a well designed
product provides a vigorous sense of emotional
connection with the user while accommodating its
purport and function, which is the most exhilarating
part of creating something purposeful and personal.



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- ⊕ bit.ly/KEI\_Portfolio
- 98092384

#### EXPERIENCE.

## Designer

Freelance [Feb 2019 - Present]

Collaborated with peer / friend, A wide range of visual design: Illustrated, Logo and Web/Print campaign advertising.

# Senior Web Designer

tag.digital [Jan 2006 — Nov 2018]

Teamed up closely with the creative director to deliver digital products for launch in large Hong Kong clients such as UMG, Cathay pacific, UBS and others. Optimize digital assets, web campaign and print for 10+ local brands to enhance their market performance and visual narratives.

In the in-house field, Responsibility for the product strategy and design works.

- $\boldsymbol{\cdot}$  Designing the user interface and page layouts
- · Worked with Product team on new features
- · Mobile app design and development
- · Art direction on branding and website style guide aesthetics
- · Designed online and print marketing and promotional material

#### EDUCATION.

Hong Kong Institute of Vocational Education

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

[ Jul 2005 ] High Diploma in Telecommunication & Networking

#### QUALIFICATION.

[ 2008 ] Microsoft Certified Systems Engineer

### SKILL.

### - DESIGN

- TOOLS

Product Strategy / Ideation, Design Thinking, Interaction Prototyping and Visual Design Adobe Creative Suite, HTML, CSS, JavaScript

#### - INTERPERSONAL

Problem solving, teamwork, responsibility, active listening, motivation, flexibility