

Hello, I'm K.

Contact

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📞 98092384

Online portfolio 

EXPERIENCE.

Visual Designer

Freelance [Feb 2019 - Present]

Visual-focused on design and create feasible digital experience from idea to delivery. Design visual assets for a variety of projects, including websites, illustrations, logos, social media collateral, and promotional print and in line with client objectives.

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 self-motivated
attitude, able to fit in a fast-paced
environment;

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

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 overall experiences.

Case Study :

[PPT version](#)

[Full version](#)



roll:Case

A 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 order to reduce the environmental impact of paper use

Deliverables

APP

What i did

Optimize the entire experience to be able to complete the 3 core tasks of card creation, card exchange and paper card digitization in less than 2 min

Case Study :

[PPT version](#)

[Full version](#)

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

[Detail](#)