

Hello, I'm KEI



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.

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 for 10+ local brands to enhance their market performance and visual goals

Produce design across a variety of outputs and projects covering pitch concepts, branding, campaigns (online and offline), website, apps, social media and digital content, experiential etc

Provide input to the Project Managers to enable them to establish realistic timescales at the outset of the project/phase of work

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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

Product Strategy / Ideation, Design Thinking, Interaction Prototyping and Visual Design

- TOOLS

Adobe Creative Suite, HTML, CSS, JavaScript

- INTERPERSONAL

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