Hello, I'm *K.*

Contact

✉ heaheakei@gmail.com

📱 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 campaign materials, ilustrations 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 and insight. such as mock-ups, prototypes and key visual.

Actively incorporate internal and external 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.

Universal Music Group (Hong Kong)

Redesigned the music platform to rebuild trust with music audiences and enhance its online presence. Increased the sales potential of the CD e-shop through an affiliate programme to make it more competitive among Hong Kong music labels.

Deliverables	What i did
Website	Decreased user bouncing rate 48% & increased 22% CD eShop traffic by reconstructing a clear content and design hierarchy that enhance overall experiences.

Case Study : **PPT version**   Detailed version

roll:Case

A digital business card platform designed to organise business cards more efficiently in a stress-free, user-centric way to reduce the environmental impact of paper use.

Deliverables	What i did
APP	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**   Detailed version

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