

Hello, I'm KEI



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🌐 bit.ly/KEI_Portfolio
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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.

- 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

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