

Hello, I'm K



At my core, Design requires emotional connection with the user while accommodating its function, which is the most exhilarating part of creating something purposeful and bringing meaningful result.

EXPERIENCE.

Visual Designer

Freelance [Feb 2019 - Present]

Craft appealing visual assets for use on digital platforms and social media such as, Website, Illustrated, Logo, campaigns materials and printing. Helping clients achieve their goals, from ideas to end product between design, needs, and experiences.

Senior Web Designer

tag.digital [Jan 2006 — Nov 2018]

Teamed up closely with the Project Manager and Development team, where a focus on website, apps, social media campaigns (online and offline) and a variety of digital experiential etc. Participate in projects development starting from 0 to launch and deliver.

Establish visual direction and be responsible for the entire design of digital products. Produce design consistency and interaction with mockup/prototype to ensure are well implemented and met with quality.

Solid experience with Hong Kong renowned such as Universal Music Group (Hong Kong), Cathay Pacific, UBS to optimize digital experience to enhance business performance and goals. Provide creative and reliable input for 10+ local brands across a variety of digital solution and design issues.

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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.

[2001] Microsoft Certified Systems Engineer

SKILL.

- DESIGN

Design Thinking,
Ideation, Interaction
Prototyping and Visual
Design

- TOOLS

Adobe Creative Suite :
Photoshop, illustrator,
Premiere, inDesign, XD
Coding :
HTML, CSS

- SOFT SKILL

- Good responsibility, Problem-solving aptitude and able to deliver task on-time with promised quality.
- Flexibility team player and ability to adapt quickly to new environments.
- Creative with a good artistic sense, Result-focused, and self-requirements ability.