Hello, I'm *K.*

Contact

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▯ 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 identitly, social media materials, llustrations 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 such as sitemaps, key visual and prototypes.

Actively incorporate stakeholders 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)

Redesign comprehensive music platform that aimed to improve its digital experiences to boost it's 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

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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

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)