

# Kristy Hung

Hong Kong

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## Education

### Hong Kong Baptist University

Hong Kong

Bachelor of Arts and Science (Hons) in Arts and Technology

Year of graduation:

2026

Exchange: Sogang University, South Korea | Minor degree: Business

Charity Vendor: YMCA® “Market” Place – Food Crisis Study and Charity Market Project

## Employment History

### Digital Art Tutor

Hong Kong

#### SCGS

2025 Dec - now

Led a project to develop a tram design for the 100th Anniversary celebration in 2026, engaging students in innovative design concepts.

### Cyberport Marketing Team Intern

Hong Kong

#### Cyberport

2025 July - 2025 Aug

- Executed over 15 digital marketing campaigns across social media platforms, resulting in a 30% increase in brand visibility.
- Conducted market research and competitor analysis on 5 major competitors, identifying key strategies that improved our marketing effectiveness by 25%.
- Developed weekly marketing data reports tracking over 10 key metrics, which led to actionable insights that improved campaign performance by 20%.

### VR Cinema Production Team, Event Assistance

Hong Kong

#### Dear My Fear

2025 Feb

Delivered, set up, and dismantled VR headsets while maintaining cleanliness, safety, and organization at events. Explained the production process and art concept to the audience.

### Art Administrative Intern

Hong Kong

#### HKWALLS

2025 Jan - 2025 Feb

Coordinated digital art programs for the festival, updating the website and social media to enhance the user experience and integrate digital tools to engage a broader audience and support ambitious public art projects.

### Digital Art Tutor

Hong Kong

#### CG HK ART Studio

2022 Jul - 2025 Feb

- Facilitated digital artwork creation for students of diverse ages and abilities during workshop sessions.
- Managed art supplies and equipment, establishing a streamlined program for digital art classes.

## Skills

- Strong knowledge of fabrication techniques and creation materials
- 4 years of experience with direct use of computer systems and software: Microsoft Office, Adobe software (Adobe Illustrator, Photoshop, Premiere Pro, etc.), Figma/ Canva, Blender, Unity Hub, Rhino, and other 3-D Rendering software.
- Experienced in engineering for human-computer interactivity: VS Code, p5.js, JavaScript, HTML, CSS, Touch Designer, GitHub, Arduino
- Native speaker of Chinese, fluent in Mandarin (PSC: Level 3A), fluent in English