

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:

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

2026

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