

Ocean, 李偉洋
LI WAI YEUNG



Summary

I am a multimedia designer and illustrator with **over 8 years of experience** in both in-house and agency settings. Recently served as a Senior Web and Graphic Designer at Green Power, where I excelled in designing and coding **websites** and **apps**, as well as creating **graphics**. I have received multiple awards for my poster and graphic designs throughout my academic career. Additionally, I have successfully designed more than 20 websites, 10+ brochures, leaflets, and annual reports for various companies. Eager to learn new skills and software for future projects.

Lastest Education

Korean Language Study – Level 2
Sogang University Korean Language
Education Center
2018 - 2019

Higher Diploma in Multimedia Design & Technology
Hong Kong Polytechnic University
2009 - 2011

Hong Kong Advanced Level Examination (2009)
Hong Kong Certificate Education of Examination (2007)
Lai King Catholic Secondary School
2002 - 2009

Personal Achievement

Champion of Poster Design Competition
Nuance-Watson (HK)
2011

Winner of Cathay Pacific Connecting Your World Competition
Cathay Pacific
2011

Most popular award of Artske Graphic Skin Competition
Artske
2011

Work Experience



Senior Web & Graphic Designer, Green Power
Jul 2022 – Sep 2024

Job Duties

- Redesign cooperate websites from analyzing data to builing website with Webflow.
- Manage website design, content, and SEO Marketing, Branding and Logo Design.
- Design publication from booklets to annual report.

Achievements

- Manage a website with over 3000+ web traffic.
- Designed a full package materials from pre-production to post-production, including MTR print lightbox ads, online promotion, medal/trophy design, event installation to website building with 80,000 participants.



Web Designer, Wise Box Alliance Limited
Jul 2019 – Apr 2022

Job Duties

- Designed and built various online shops and corporate websites for multiple projects.
- Ensured website and mobile web are compatible and stable across different browsers.
- Developed and supported online applications and programs.

Achievements

- Built a Sharepoint plantform from scratch for the corporate system and digitalize all the forms and sales documents, increased productivity 30%.
- Built serval voxel characters for company’s metaverse.

⋮ More on the next page



Web Designer, KanHan Technologies Limited
May 2016 – Feb 2018

Job Duties

- Worked closely with designers and programmers to build Government, NGO and education projects including websites and apps.

Achievements

- Designed an app game 學前語文秘笈 with 100 mini games for K1 to K3 students and it has over 10,000+ downloads.

Part Time and Freelance

Feb 2014 – May 2016

Job Duties

- Cooperated with GreenPeace and built their feature website.
- Had a personal exhibition of art and interviewed by over 10 media.
- Exhibited handcraft in Japan, Taiwan and Korea.



UI/UX Designer, C&R Holdings Limited
Oct 2011 – Feb 2014

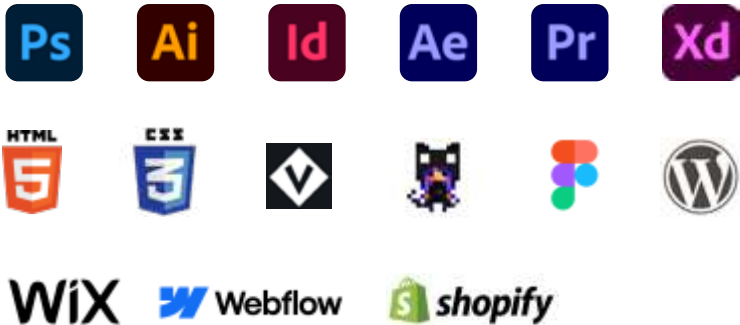
Job Duties

- Responsible for designing all corporate materials including logo, website, etc.
- Designed and revamped websites for other company like Apple Inc. and HKIA.

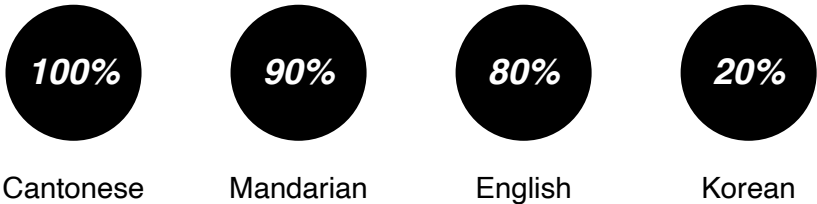
Achievements

- Designed the Hong Kong International Airport Free WiFi landing page.
- Designed B2B website for Apple Inc. Hong Kong and Taiwan.

Expertise



Language



Current Salary: \$34,000 monthly
Expected Salary: \$32,000 - 36,000 monthly (Negotiable)



Website

Graphics

UI/UX

Drawings

Voxel art

Website

2024 Webflow Adobe Photoshop Adobe Illustrator

Green Impact Go - Campaign

Recycling is a significant trend in Hong Kong. Green Power offers a platform for organizations to encourage their employees to make positive environmental impacts, reduce carbon emissions, and promote sustainability. I was responsible for designing a responsive website that allows organizations to join the partnership and submit their data.

View Here



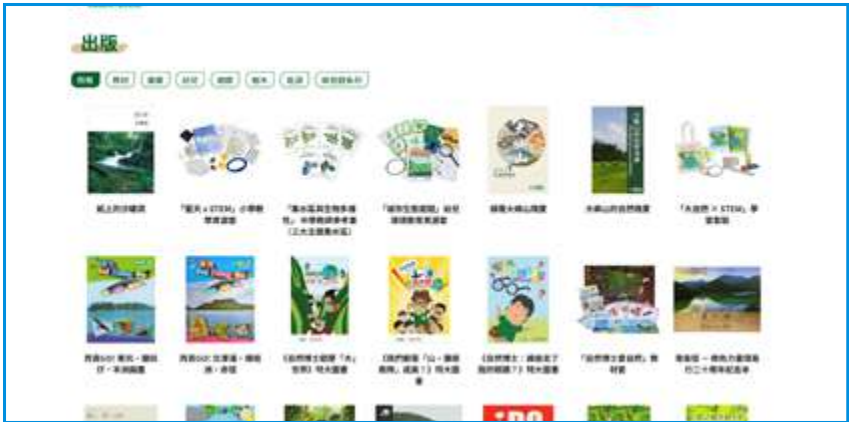
Website

- 2024
- Webflow
- Adobe Photoshop
- Figma

Green Power - Corporate site

Green Power was founded in 1988 by a group of dedicated volunteers in Hong Kong who are passionate about the local environment. The website features extensive information across over 100 static pages, including images, videos, blogs, and press releases. I designed a new website structure to enhance readability and usability. The dynamic pages and content management system (CMS) were built using Webflow.

View Here



Website

2022

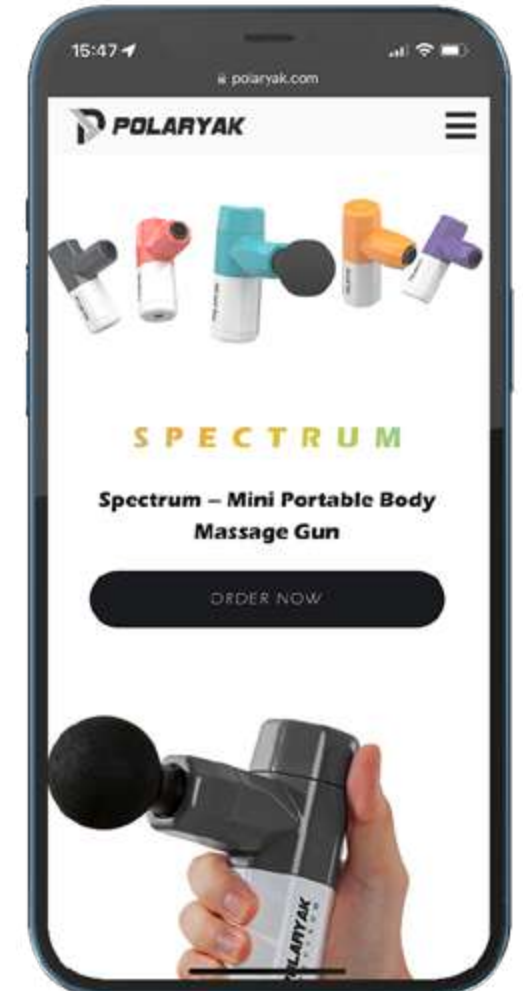
Webflow

Adobe Photoshop

Adobe Illustrator

POLARYAK - Online shop

The company manufactures a variety of massage products, including one called Spectrum. I designed a dedicated feature page for this product to explain its functions and specifications, and I built the online shop using Webflow.



Website

This feature site showcases a Hong Kong board game filled with aliens and space elements. A parallax effect is employed to enhance the atmosphere of space.

[▶ View Here](#)[2022](#)[Webflow](#)[Adobe Photoshop](#)[Adobe Illustrator](#)[HTML/CSS](#)

Ice Makes Board Game - Age of Galaxy



Website

This feature site presents a Hong Kong board game called Eila And Something Shiny. A parallax effect is utilized in the cover section to illustrate the depth of Eila's world.

[▶ View Here](#)

2022

Webflow

Adobe Photoshop

Adobe Illustrator

HTML/CSS

Ice Makes Board Game - Eila and something shiny

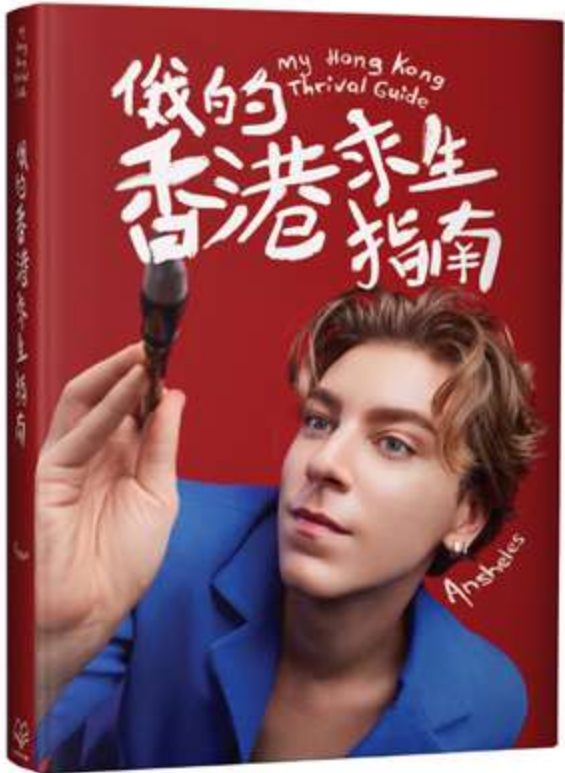


Graphics Design

2024 InDesign Adobe Photoshop Adobe Illustrator

Good Year 出版 - 俄的香港求生指南

Ansheles is a Hong Kong influencer from Russia, and he wrote an autobiography in Cantonese. I designed the inner pages and established some visual elements, such as hand-drawn circles to represent his efforts to fit into Hong Kong culture. Additionally, I created an irregular photo frame to showcase his pictures, reflecting how different his life in Hong Kong is.



Graphics Design

Neue Loesung is a construction company which provide construction materials and workers to building different constructions. They needed a brochure to explain their bussines model and service they could provide.

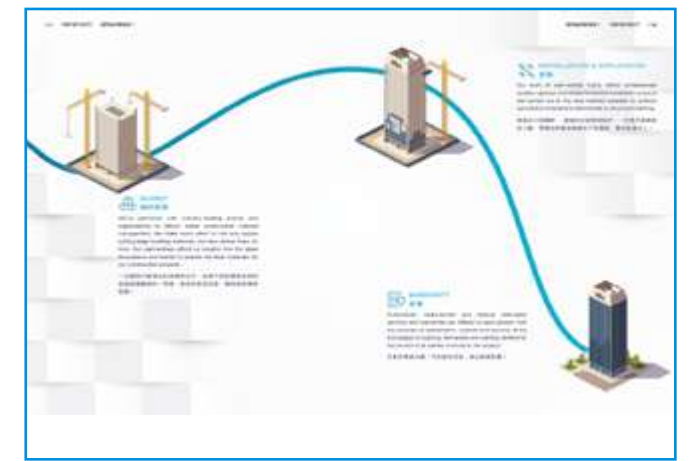
2021

InDesign

Adobe Photoshop

Adobe Illustrator

Neue Loesung Internation Limited - Brochure



Graphics Design

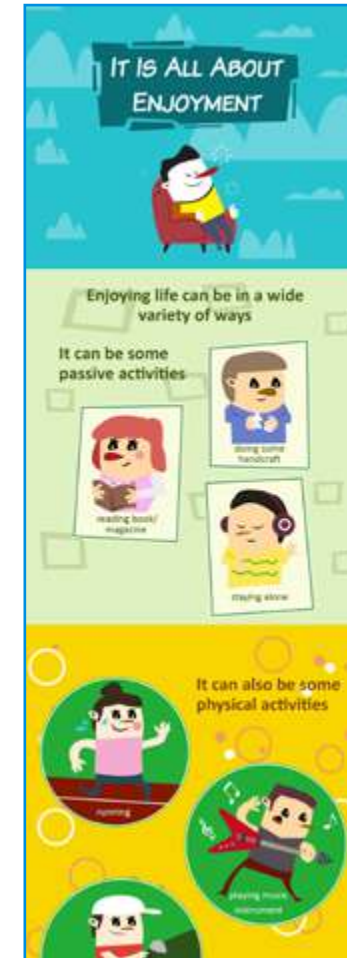
2017

Adobe Illustrator

Department of Health - Infographic Design

Based on the text content from Department of Health, different styles infographics are designed and illustrated. All the graphics are suitable for mobile and desktop platform for best viewing.

[View Here](#)



Graphics Design

The theme of this year was, You Smile I Smile. All the props and games should be colorful and presented a sense of happiness.

2016

Adobe Illustrator

McDonald's - Aon Hewitt Best Employer Communication Day



Graphics Design

2016

Adobe Photoshop

Adobe Illustrator

Daohe Global Group Limited - Aunnual Dinner Backdrop



The theme of this annual dinner was VIVA LAS VEGAS.



Graphics Design

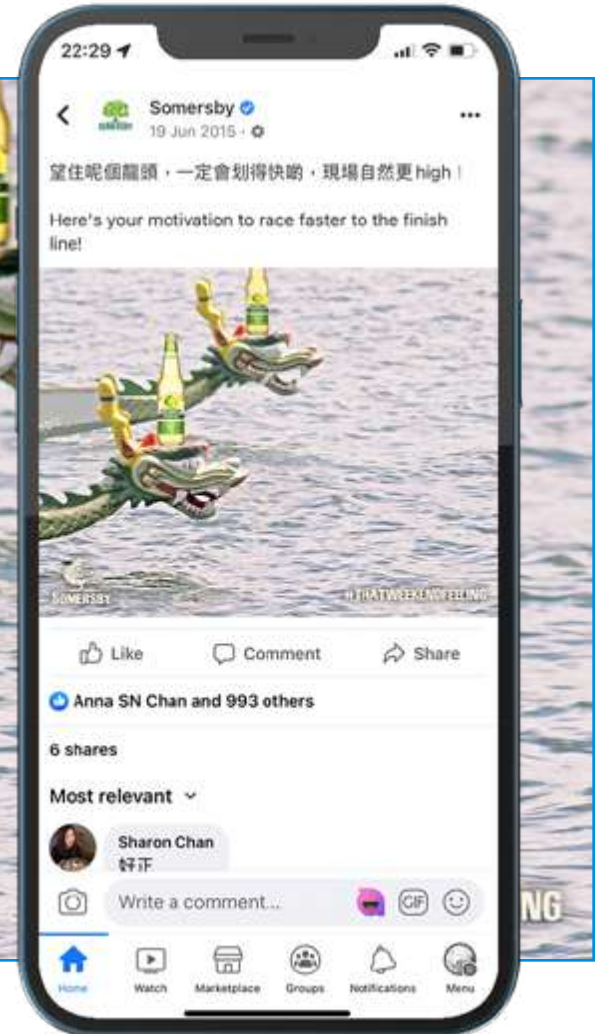
Ogilvy Social Media Creative Facebook Feed.

2015

Adobe Photoshop

Adobe Illustrator

Somersby HK - Facebook Feeds



Graphics Design

Ogilvy Social Media Creative Facebook Feed

2015

Adobe Photoshop

Adobe Illustrator

Nestlé And Nutrition - Facebook Feed



UI/UX Design

2016

Adobe Illustrator

SAHK - 學前語文秘笈 APP

The App is designed to help K1 to K3 children to learn chinese characters through playing mini games and watching videos.

[View Here](#)



Drawings

[▶ View Here](#)[Now](#)[Adobe Illustrator](#)[Pens](#)[Markers](#)[Water Colour](#)[Procreate](#)

Personal Drawings



Drawings

2018

Pens

Inks

Markers

Personal Exhibition

This is my personal drawing exhibition in 2018 showing all the 80s - 90s Hong Kong movie.

[View Here](#)



VOXEL ART

2022

VoxEdit

MagicaVoxel

SandBox

Voxel Character building



Metaverse is a trendy business. This project is to build lots of different characters based on a board game “Eila and Something Shiny”.

▶ View Here

CONTACT ME



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