



PORTFOLIO
BY MICHELLE YAU

HALLO



MICHELLE

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- \$20,000 - \$23,000 (negotiable)



EDUCATION

- City University of Hong Kong** 2016 - 2018
SCHOOL OF CREATIVE MEDIA (BAS – NEW MEDIA)
FULL TIME DEGREE
- Hong Kong Design Institute** 2014 - 2016
HIGHER DIPLOMA IN CREATIVE MEDIA (WEB AND APP DESIGN)
FULL TIME



WORK EXPERIENCE

- GRAPHIC DESIGNER** 2018.9 - 2020.3
KONTEC CREATIVE
FULL TIME
- DESIGNER** 2017
FOUR DIRECTIONS LIMITED
PART TIME
- DESIGNER** 2015 - 2017
BOXLAND HONG KONG LIMITED
INTERNSHIP & PT



SKILLS

- Ai**
illustrator
- Ps**
photoshop



LANGUAGES

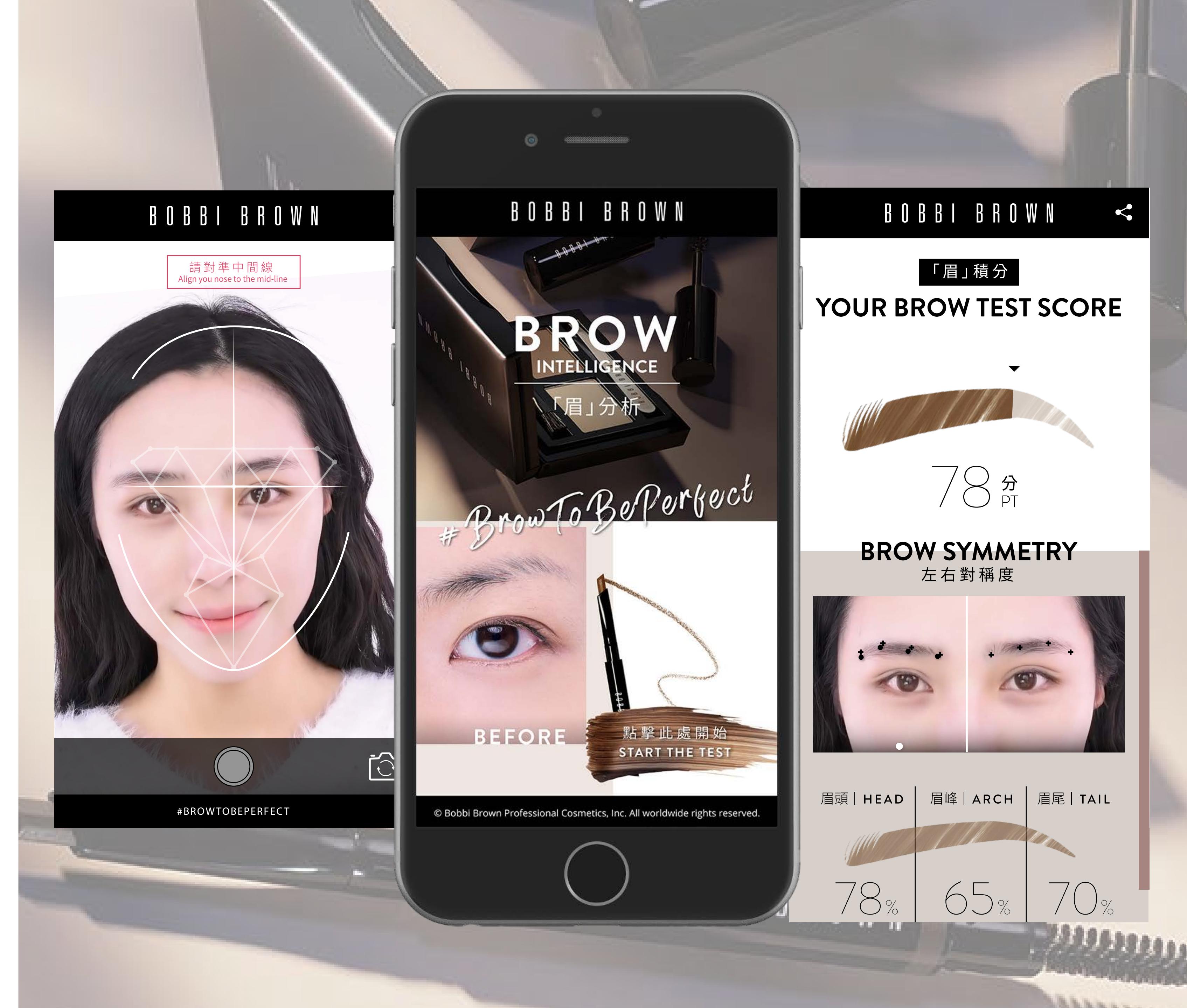
- CANTONESE** (Fluent)
- MANDARIN** (Good)
- ENGLISH** (Fair)

- 1** p4-6 BOBBIBROWN
#BrowToBePerfect Campaign site
#BeautyUndefined Campaign site
- 2** p7-10 STARBUCKS
#SummerChill Campaign site
- 3** p11-16 KEEWAH BAKERY
#相聚這禮 NewYears Campaign site
> Redesign mobile and TeaRoom Website
- 4** p17-18 INNISFREE
#展開精彩禮遇之旅 mini game
- 5** p19-21 CHIVAS X MU
#密密買. 慢慢斟 Campaign site
- 6** p22-23 KONTEC CREATIVE
#KontecFete Happy MOON Festival!

BOBBI BROWN

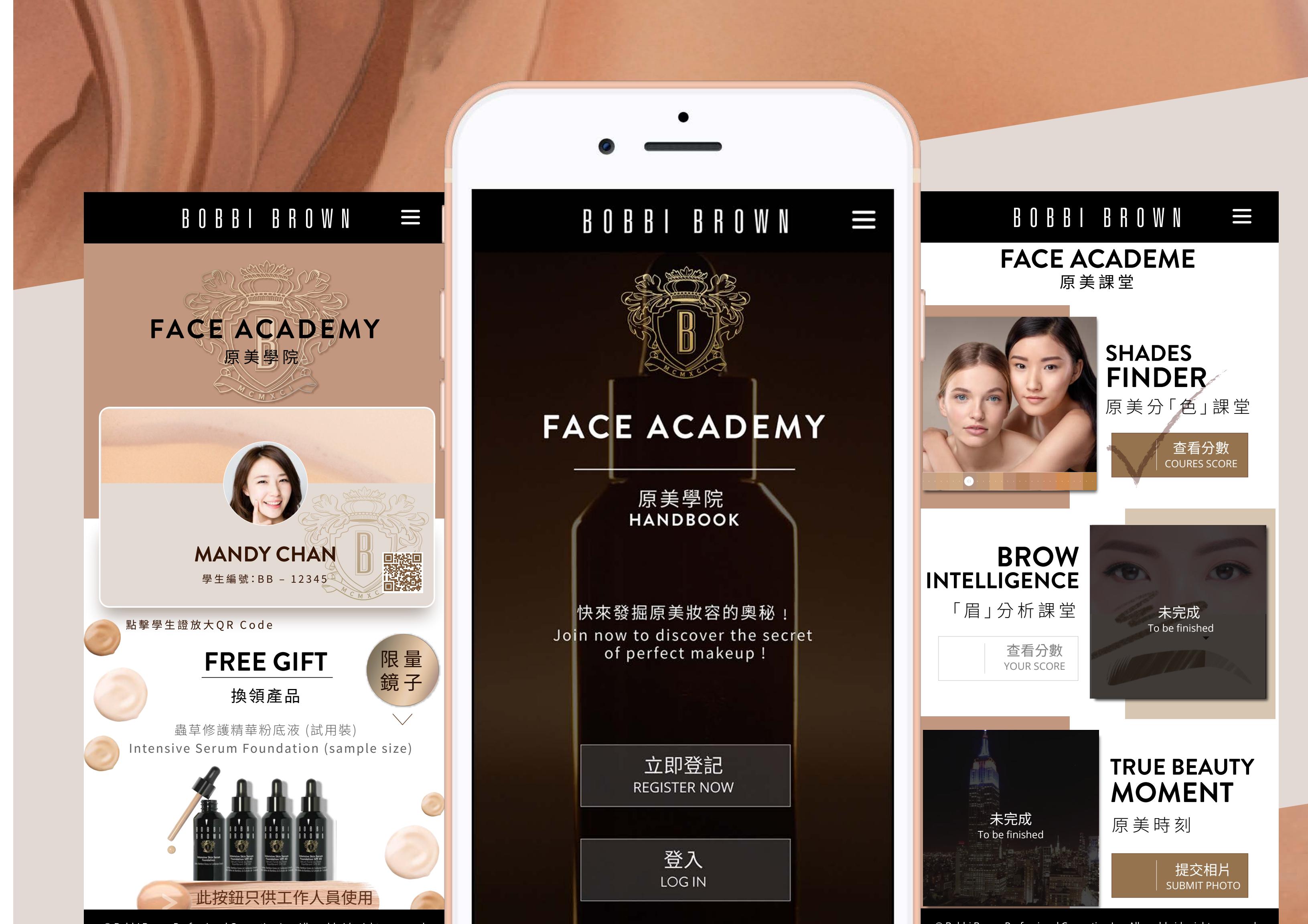
#BrowToBePerfect
Campaign site

mobile testing link: <https://bit.ly/2VkgCEs>



BOBBI BROWN

“Marketing Excellence Awards 2019”
—— Excellence in Data-Driven Marketing, Bronze Award



#BeautyUndefined
Campaign site

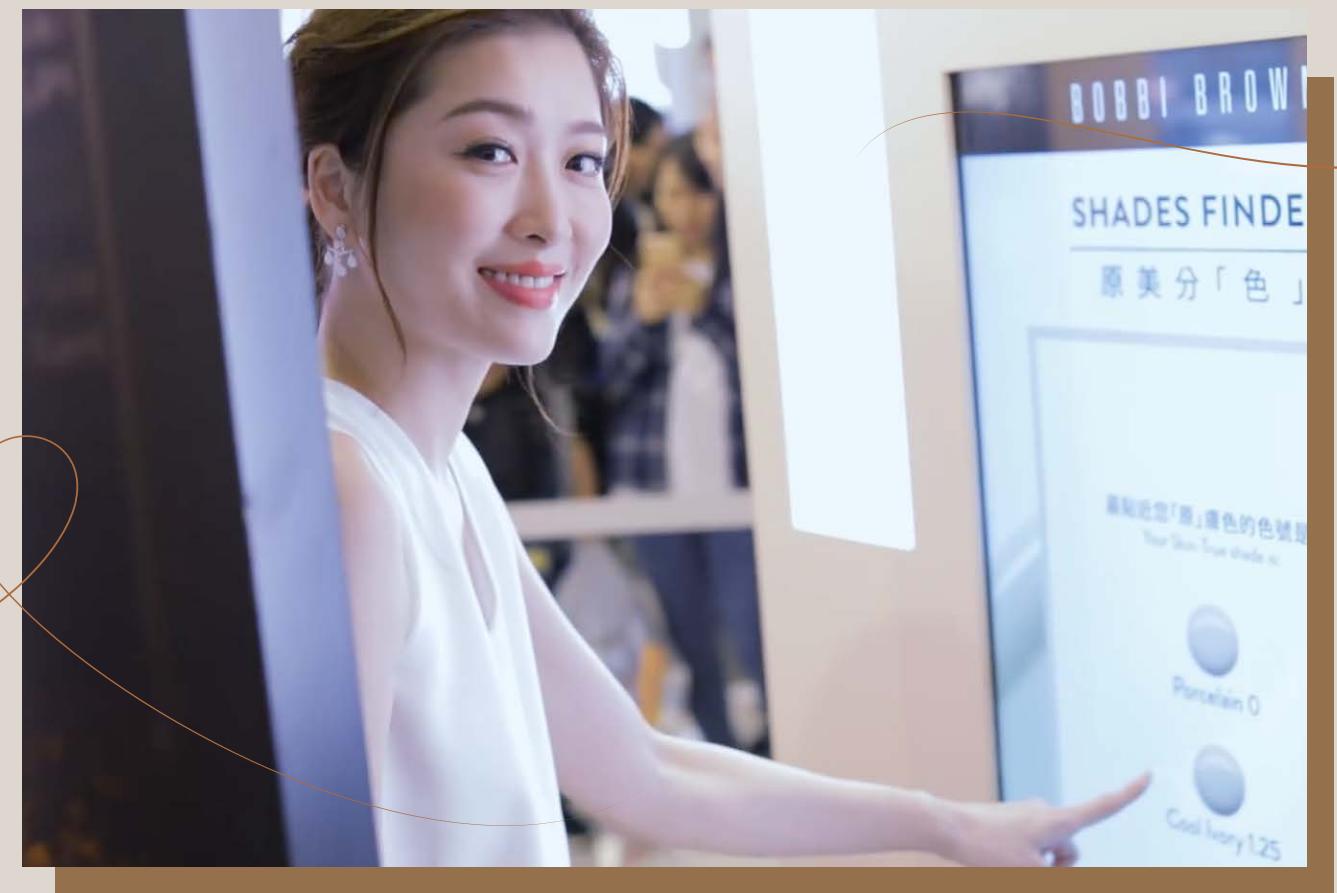
video: <https://www.facebook.com/konteccreative/videos/2079137872214805/>

FACE ACADEMY EVENT

► LOGIN CAMPAIGN SITE ► THREE COURSE ► GIFTS

「原美學院」開學禮

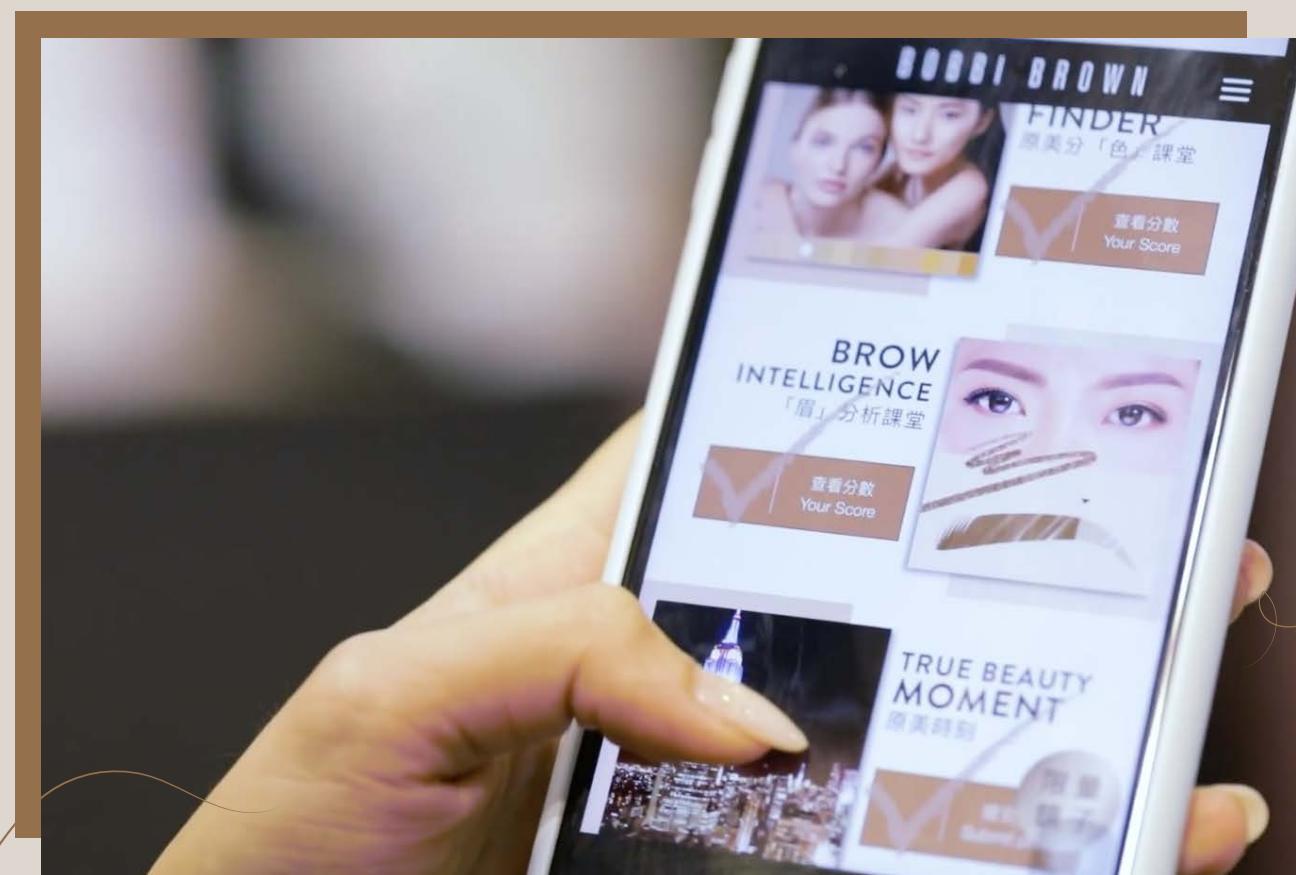
BOBBI BROWN



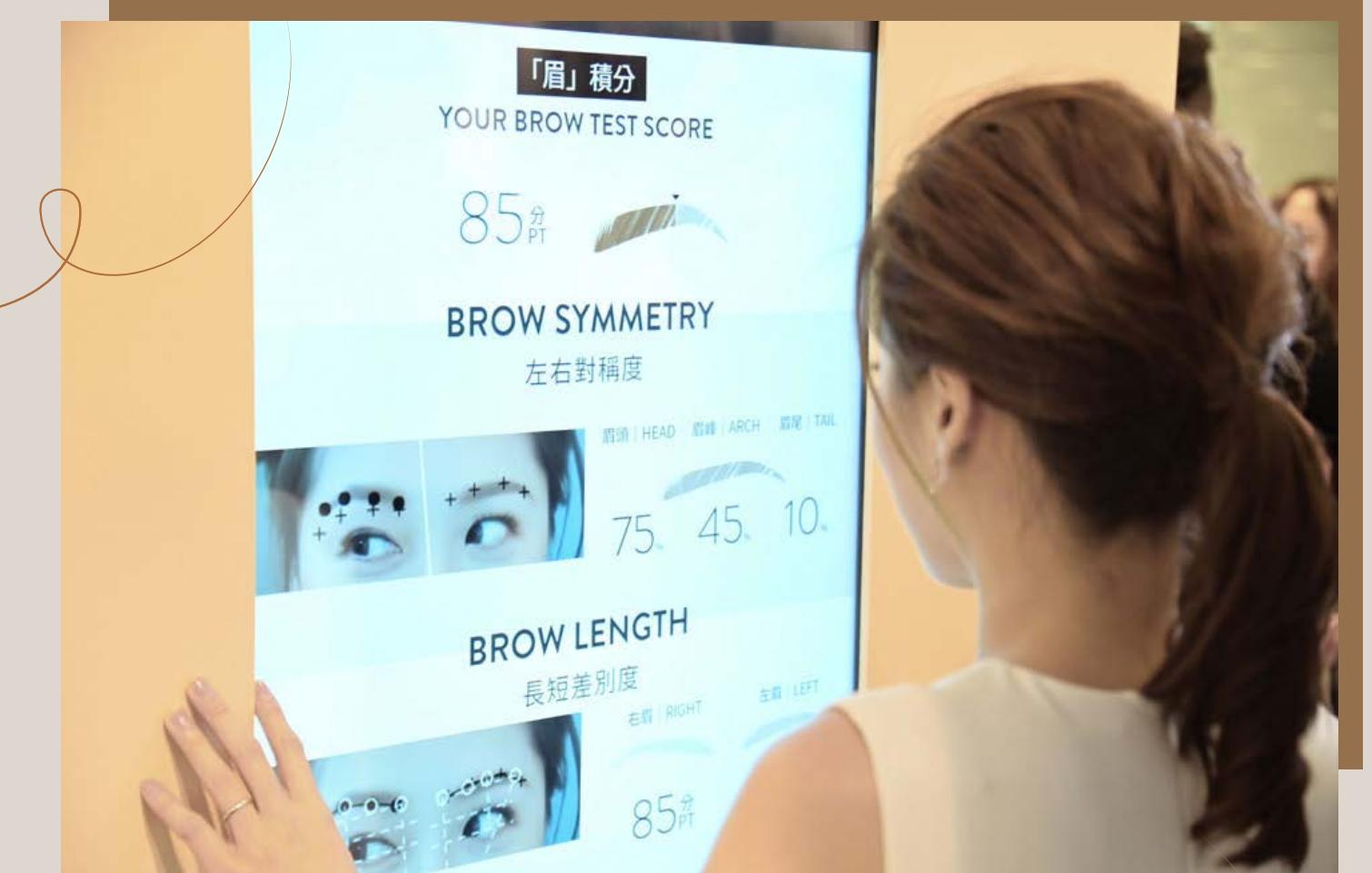
1: SHADES FINDER (KIOSK)
► FIND YOUR PERFECT SKIN TONE FOUNDATION



* GIFTS (ENGRAVE)



* COMPLETE



2: BROW INTELLIGENCE (KIOSK)
► YOUR BROWN TEST SCORE



3: TRUE BEAUTY MOMENT
► TAKE PHOTO + SHARE TO SOCIAL MEDIA



STARBUCKS®

#SummerChill
Campaign site

video: <https://www.facebook.com/konteccreative/videos/1340008279497167/>
mobile preview: <https://konteccreative.com/showcase/summerchill/>

The image consists of three main parts. On the left is the classic Starbucks logo. In the center is a white iPhone displaying the "SUMMER CHILL" campaign landing page. The page features large, colorful "SUMMER CHILL" text, a Starbucks iced beverage with various fruits, and the tagline "#SUMthingMore". It also includes Chinese text: "今個夏日, Starbucks帶你進入好玩、刺激又繽紛的冰爽世界, 開展最Chill夏日任務, 探索更多可能!" and "Enjoy a fun, exciting and fruitful Summer together with "Summer Chill" missions in Starbucks. SUMthing more to explore!". A blue "立即登記" (Register Now) button is at the bottom. On the right is a physical promotional booklet titled "SUMMER CHILL". It has a large "SUMMER CHILL" graphic at the top, followed by "#SUMthingMore" and "今個夏日, Starbucks帶你進入好玩、刺激又繽紛的冰爽世界, 開展最Chill夏日任務, 探索更多可能!". Below this is another smartphone showing the campaign interface. The booklet then details two missions: "Mission 1" (12/6 - 25/8) which involves finding手調凍飲 (handcrafted iced beverages) and upgrading them for free; and "Mission 2" (11/7 - 25/8) which involves capturing手調凍飲 (handcrafted iced beverages). It also features a QR code for scanning and a callout for more missions in August.





MISSION 1

> Machine learning for training computer
to recognizing object

MISSION 2

> AR EFFECT





KeeWah Bakery

#相聚這禮
New Years Campaign site

<https://kontecccreative.com/#keewah>
mobile preview link : <https://kontecccreative.com/showcase/keewahcny/>









KeeWah Bakery

- > Redesign mobile and TeaRoom Website
- > Pitching

Website





HomePage

About KeeWah

TeaRoom

innisfree

#展開精彩禮遇之旅
mini game

https://www.facebook.com/search/top/?q=innisfree%20hongkong&epa=SEARCH_BOX
mobile preview link: <https://innisfreecrm.com>

innisfree

展開精彩禮遇之旅

遊戲贏取豐富獎賞





迎新會員



迎新禮物



innisfree Day



尊貴會員



85%
85折優惠
1次



生日85折



innisfree Day



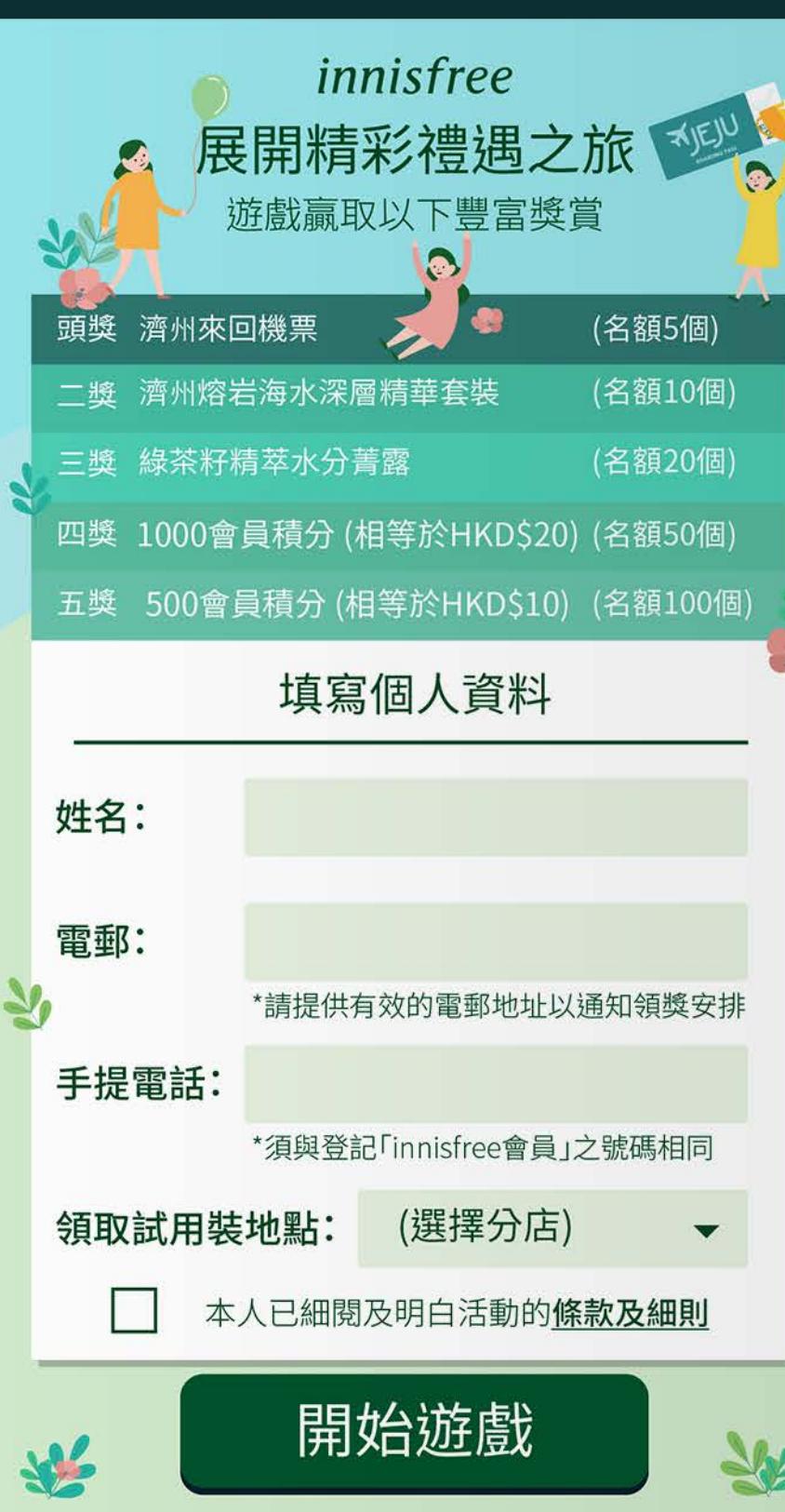
VIP



85%
85折優惠
2次



生日75折



H A T E D
A D O R E D
B U T N E V E R I G N O R E D

SUCCESS  IS A BLEND



 CHIVAS
BLENDED SCOTCH WHISKY

#密密買. 曼曼斟&曼曼疊
Campaign site

video1: <https://www.facebook.com/konteccreative/videos/387554855484750/>
video2: <https://www.facebook.com/konteccreative/videos/125978815365148/>
mobile preview link: <https://konteccreative.com/showcase/chivas/>





Phase 1: 密密買. 曼曼斟



landing page



Phase 2: 密密買. 曼曼疊



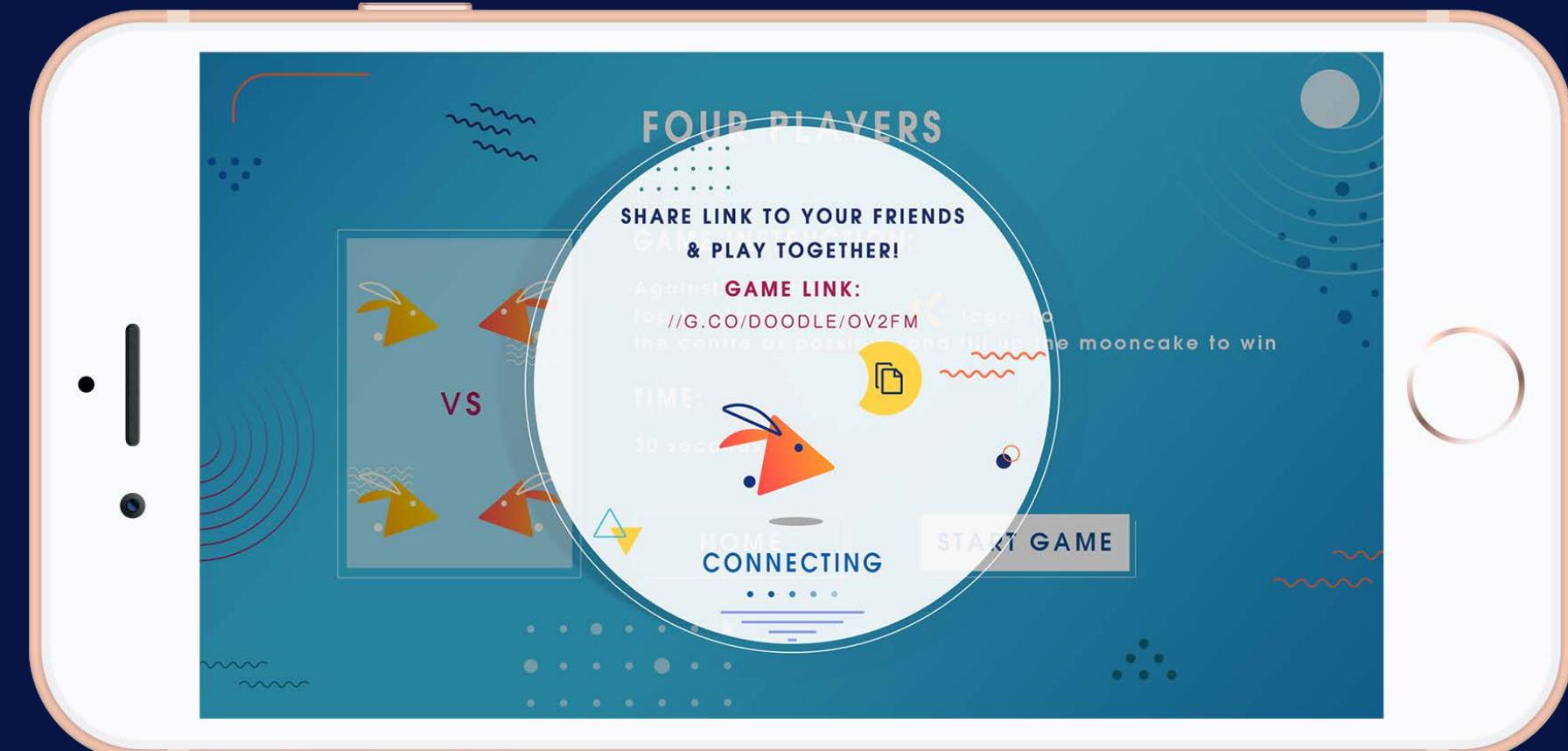
#KontecFete Happy MOON Festival
Campaign site

video: <https://www.facebook.com/konteccreative/videos/2410704492548139/>
mobile preview link: <https://konteccreative.com/midautumn2019/>

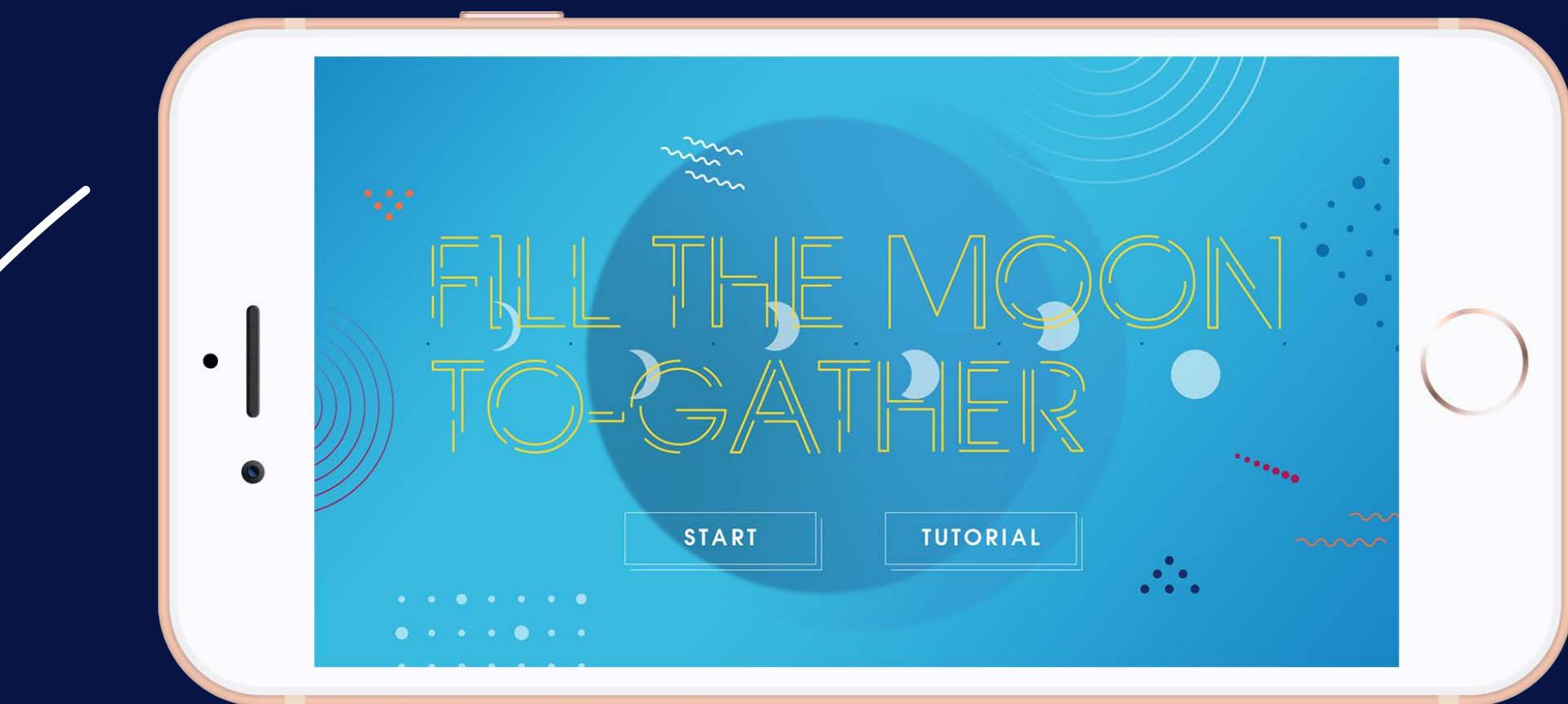




connecting



play



start

replay/share

THANK YOU