

Personal statement

Creative and marketing professional with over 5 years of experience across design, content creation, campaign development, and visual storytelling. I'm passionate about cultural engagement and believe in the power of inclusive, emotionally driven campaigns. With a strong background in both digital and physical media, I bring a versatile skill set suited to fast-paced environments.

Personal skills

- Graphic Design & Layout
- Social Media Content Creations
- Creative Concept Development
- Strong Collaboration & Cross-Team Communication
- Marketing Communications & Audience Engagement
- Brand Identity & Visual Storytelling
- Communication & Collaboration
- Time Management

Work Experience

Currently:
Freelance Creative & Marketing Designer
TeamWeGo (TWGHK) Sep 2024 - Current
Hong Kong (Remote in the UK)
A Hong Kong based sportswear brand aiming to provide performance-based products for all sport lovers.

- Developed and managed the full creative campaign “Grasp the Chance – From the Ground Up”
- Led advertising concept, colour symbolism strategy, and storytelling assets across digital and OOH
- Worked closely with the marketing team and reported progress to the Hong Kong head office
- Created social media campaigns, Reels, and visuals to increase audience engagement

Previously:
Designer
Haven Productions Ltd. Dec 2022 - Dec 2023
United Kingdom (Remote in Manchester)
UK based international sales, production and UK distribution company, with a strong focus on Hong Kong films.

- Designed social media graphics, posters, and key visuals for film and promotional campaigns
- Worked closely with producers and screenwriters to align visuals with storytelling
- Provided input on brand identity, typography, and layout consistency for better SEO and audience retention

Social Media Marketing Intern
Project C Foundation Oct 2022 – December 2022
India (Remote in Manchester)
International Non-Profit Organisation, providing mental and emotional support, raise and educate.

- Created weekly visual and video content for mental health awareness
- Assisted in campaign ideation and community interaction

- Actively engaged with the online community to promote mental health events, showing initiative and outreach communication skills

Education

BA[Hon]Advertising Design (Expected: Second Hon) The Hong Kong Polytechnic University	Sep 2018 - Aug 2020 Hong Kong
Foundation Studies in Art and Design Diploma (Level 3) The Manchester College	Sep 2024 - Present Manchester, UK

Graphic/Software skills

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| <ul style="list-style-type: none">• Adobe Illustrator• Adobe Photoshop• Adobe Lightroom• Adobe Indesign• Adobe After Effect | <ul style="list-style-type: none">• Final Cut Pro X• Wix• Wordpress• CMS• SEO• Photography & Videography |
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Language

English	(Fluent)
Cantonese	(Native)
Mandarin	(Fluent)