



## FREELANCE

## PRESENT

- ◆ 8+ years experience in design experience, working on diverse client projects, offering a range of services including illustration, branding, marketing, mock-ups, print marketing, reports, pitches, and presentation decks. Clients encompass prestigious brands like Loewe and CASETiFY, among others.
- ◆ Crafted captivating marketing design templates for optimal impact on social media platforms.
- ◆ Collaborated with businesses of all sizes to develop effective branding strategies, delivering comprehensive plans and innovative brainstorming ideas for successful brand promotion.

## GRAPHIC DESIGNER — XPRIZE, LOS ANGELES

**2019-2021**

- ◆ I enhanced the Foundation's market distinction and leadership position by developing creative solutions for diverse audiences, including the general public, industry, sponsors, donors, governmental agencies, and NGOs.
- ◆ As part of a design team, I oversaw the creation of ads, artworks, logos, presentation decks, and other branding materials for a rebranding project.
- ◆ I designed and produced marketing collaterals for the primary XPRIZE brand, Visioneering, and various XPRIZE competitions across digital, print, and experiential platforms.
- ◆ Additionally, I supported the Advancement Team in managing relationships with prominent sponsors, including Sergey Brin, Larry Page, Pharrell Williams, Bill Gates, Richard Branson, and others, while assisting in multi-million dollar campaigns and initiatives.

## DESIGN LEAD — YBEX, HONG KONG

**2017-2018**

- ◆ Created style guide, outlining branding guidelines and crafting pitch decks with custom illustrations as needed.
- ◆ Collaborated with product team to design graphics, website layouts, and interactive media from concept to final digital files.
- ◆ Generated visual concepts and user journeys for product launches and new features. Developed UI/UX workflows and designs independently and with a 12-member team, facilitating implementation by in-house developers.

## GRAPHIC DESIGNER — LANE CRAWFORD, HONG KONG

**2016-2017**

- ◆ Collaborated effectively with a 25-member Art team, Brand Marketing team, and Media & Communications team, showcasing exceptional communication skills.
- ◆ Managed in-house graphic design tasks, such as invitations, in-store signage, e-mails, event graphics, online ad banners, and social media assets.
- ◆ Served as a liaison between artists and marketing communications teams across APAC, ensuring consistent standards and quality across all platforms.

## EDUCATION

**2016**

**Bachelor of Arts (Hons) Graphic Communication**, Loughborough University, United Kingdom

## SKILLS & LANGUAGES

Branding, Graphic Design, Marketing Collateral, Microsoft Office Suite, Google Workspace, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe XD, Apple Suite Keynote, Figma, Notion.

English, Mandarin & Cantonese