

I'm a skilled creative and management professional with 15+ years' experience in both in-house team and creative agency. My balanced mix of strong business acumen and innovativeness have proven success on developing riveting brand designs and related strategies.

Core Strength

- Passionate Entrepreneur with in-depth knowledge of design thinking.
- Creative Storyteller with strong conceptual and executional skills across all media.
- Empathetic leader with positive attitude to inspire enthusiasm and optimal performance of the team.
- Effective communicator with interpersonal skills to collaborate and confidence to present ideas.

Work Experience

Design Director, Woodruff Sawyer & Co. **(October 2022 – Present)**

[View Portfolio](#)

- Built and managed an in-house creative team and external agencies.
- Refreshed brand visual identity system and marketing assets across different channels to articulate the brand personality and messages.
- Develop brand guidelines to ensure brand consistency.
- Lead and provide creative direction on both UX and UI design on corporate website revamp.
- Streamlined the creative process by automation project management, built a centralized assets library, and introduced a digital assets management system.
- Worked with a cross-functional team to develop data-driven integrated campaigns and events from concepts to final execution.
- Templated collaterals and strategically re-purpose materials to improve efficiency
- Proposed new tools and creative approaches to create the largest impact on communicating existing content.

Founder and creative director, Chill Creative Company (Hong Kong) **(October 2010 – April 2022)**

- Established and maintained a continual, mutually beneficial business relationship with global clients from various industries.
- Collaborated with cross-functional teams to create design solutions that played a key part in achieving business goals.
- Hired and managed internal and external multidisciplinary design teams.
- Implemented efficient workflows with efficacious tools that produced consistent and captivating designs.
- Researched insights, led ideation processes, offered constructive feedback, and oversaw projects.
- Presented designs and campaign ideas, all well received, to C-level executives.

Key Accounts and Achievements

Generali Group

- ♦ Built **visual assets**, including print , digital and videos, for functional teams.
The product-launch video I developed attracted over 120,000 hits in two weeks.
- ♦ Created the brand mascot and illustrations in my role as brand ambassador for the B2C market. Raised brand recognition on social media by 200%.
- ♦ Designed event branding for a Million Dollar Round Table (MDRT) event with over 6,000 participants across eight Asian regions.
- ♦ Developed presentations for senior executives, which were instrumental in establishing a partnership with the largest virtual bank in Hong Kong.

Fresenius Medical Care

- ♦ Created style guides for marketing **campaign style guides** and tailored toolkits for use in various APAC regions.
- ♦ Conceptualized marketing driven and **human centric campaign**
- ♦ Developed an **internal brand campaign** for APAC intranet launch.

Elastic

- ♦ Created cultural referenced **illustration** for social media content.

Award-winning projects

- ♦ **UCNow**: Visual identity for SaaS company
- ♦ **Buzzer**: Visual identity for the IT concierge service
- ♦ **Zetrogene**: Visual identity for DNA testing tools

Communication design lecturer, Coventry University (September 2018 — June 2021)

- Designed teaching materials and provided mentorship to students, led the first student in school to win the **D&AD New Blood Yellow Pencil Award** in 2021.

Visual designer at various agencies (2005 — 2010)

Education

Master's degree in Design and Design Strategies (2017)

The Hong Kong Polytechnic University - Design School

Bachelor of Fine Arts degree with a major in Graphic Design (2005)

San Jose State University,
San Jose, CA

Languages

Proficient in English, Mandarin, and Cantonese.
