

ABOUT ME

A Passionate advertising design graduate from the School of Design at The Hong Kong Polytechnic University. I started my career in local advertising agencies, where I applied my knowledge and skills to create impactful campaigns. Experiences in the advertising industry have honed my creative thinking and art direction skills, fueling my dedication to collaborative work on future projects

— WORK EXPERIENCE

Part Time Art Director

Gonguu

June 2024 - Present

- Creating engaging social media content for small and medium enterprises

Assistant Art Director

Curious Few

Aug 2022 - Oct 2023

- Assisted in developing creative direction and implementing visual concepts for brands like Dettol, Nestlé, Genki Sushi, etc. Coordinated with printers, illustrators, and external partners in production

Art Director

Freelance

2019 - Present

- Layout Design | Social Media Content | Photo Retouching

Design Intern

Young & Innocent

Jun - Aug 2022

- Assisted in preparing art exhibitions and advertising materials

Creative Intern

The Right Side

May - Aug 2021

- Involved in brainstorming, contributing creative ideas and insights

— EDUCATION

The Hong Kong Polytechnic University - School of Design

BA (Hons) Scheme in Design — Advertising Design

2018 - 2022

- SKILLS & EXPERTISE

Proficient in

- Adobe Photoshop
- Adobe Illustrator
- Procreate

Good at

- Communication
- Problem Solving
- Relationship Networking

- AWARD

Hong Kong
Kam Fan Awards 2022

- See The Love,
Sony Hong Kong

Gold, Hong Kong Roots -
People Roots
Bronze, Positive Change -
Electronics

- HOBBIES

- Ceramic Making
- Hiking
- Walking around the community