



PROFILE

Experienced multimedia designer with 6+ years of success delivering high-quality visual content for diverse industries, including wellness, manufacturing, e-commerce, and financial services. Skilled at helping traditional businesses transition online—creating engaging websites, marketing materials, and official reports tailored to brand needs and tight budgets. Proven track record collaborating remotely on project, part-time, and flexible arrangements for both local and international clients, including those listed on HKEX. Adept at adapting design solutions to drive digital growth and business results.

PROJECTS OR ACHIEVEMENTS

DESIGNER AT ANSONTOOLS

Year: Aug 2023 - PRESENT

Transitioned Traditional Business to Online Platform

- Successfully moved a traditional offline business to an online platform by designing, developing, and maintaining a fully functional website. Uploaded and categorized over 1,334 products, with continuous updates to ensure an up-to-date, user-friendly experience.

Event Video Production for "Global Construction Robotics Day"

- Produced and edited event videos for the "Global Construction Robotics Day," including product demonstrations, to effectively showcase the company's offerings and contributions to the event.

High-Quality Visual Content for Marketing

- Designed and optimized event and product photos, replacing low-resolution images with high-resolution ones to enhance brand image and improve the overall quality of marketing materials and digital content.

DESIGNER AT WE AIRSOFT

Year: Nov 2020 - Sep 2024

Event Graphics and Video Production for International Exhibitions

- Designed and produced event graphics and video content for major international exhibitions, including the "IWA OutdoorClassics 2024" in Nuremberg, Germany, and the "HKTDC Hong Kong Toys & Games Fair." The visual materials, including promotional videos and optimized graphics, significantly enhanced brand visibility and audience engagement at both events.

Transitioned Traditional Business to Online Platform

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High-Quality Visual Content for Marketing

- Designed and optimized event and product photos, replacing low-resolution images with high-resolution ones to enhance brand image and improve the overall quality of marketing materials and digital content.

EDUCATION

Higher Diploma in Multimedia and Entertainment Technology

Hong Kong Design Institute

2019 - 2022

Diploma of Vocational Education (Information Technology)

Youth College

2017 - 2018

TECHNICAL

CSS

HTML 5

JAVASCRIPT

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

Adobe Premiere Pro

Adobe After Effect

Adobe Dreamweaver

Adobe Acrobat

OBS Studio

Wordpress

Magento 1

Microsoft Office

ChatGPT

Gemini

DALL-E-3

Ideogram

WORK EXPERIENCE

DESIGNER AT ANSONTOOLS

From Aug 2023 - PRESENT

- Website design, development, and maintenance
- Video production, editing, and product demonstrations
- High-resolution event and product photo design and optimization

DESIGNER AT WE AIRSOFT

From Nov 2020 - Sep 2024

- Poster, banner, gun box, and slideshow design
- Video editing, video effects, and animation
- Website design and maintenance

TYPESETTER AT GENNEX FINANCIAL MEDIA LIMITED

From Aug 2018 to Nov 2019

- Annual report, Announcement, Circulars, Interim report, production to clients and publish on "HKEX" (HongKongExchanges and Clearing Limited)
- Conversion of file formats, producing art patterns and graphics

WORKING HOLIDAY IN NEWZELAND

From 2016 to 2017

- Different types of farm work, seafood, and a kiwi fruit factory

REFERENCES

Lee Hong Wai
Panel Head of Visual Arts
Canossa College | Quarry Bay

- hwlee@canossa.edu.hk
- 64086035

Clara Wong
General Manager
We Airsoft | Mong Kok

- clara@weairsoft.com
- 98256277

GALLERY

I took the initiative to design and develop the website independently

- Hong Kong**
- <https://www.weairsoft.com>
 - <http://www.guns.com.hk>
 - <https://ansontoolsholdings.com>

- Malaysia**
- <https://annclo.com>
 - <https://aurra.my>
 - <http://www.silverocean.com.my>
 - <https://elishopmy.com>

SOFT SKILLS

PROFESSIONAL

Guiding the junior staff
Communication
Confident, Creativity
Problem-solving
Cooperation, Collaboration
Self-awareness
Time Management
Adaptability, Respect

LANGUAGE

English (Fluent)
Catonese (Native)
Mandarin (Fluent)

INTERESTS

Coding
Web design
Video editing
Graphic design
E-commerce marketplace