

Jerry Wong

Multimedia Designer

CONTACT

- +852 66561514
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- Malaysia

SKILLS

Adobe Photoshop
Illustrator / InDesign
Premiere Pro / After Effects
Figma / UI Design
WordPress
HTML5 & CSS
ChatGPT / Midjourney
Claude / Gemini
Seedance / Nano-Banana
Generative AI Tools

LANGUAGE

English (Advanced)
Cantonese (Native)
Mandarin (Advanced)

EDUCATION

Higher Diploma in Multimedia and Entertainment Technology
Hong Kong Design Institute

GALLERY

My Portfolio

<https://jerrywong-profile.space>

Hong Kong

<https://ansontoolsholdings.com>
<https://weairsoft.com>
<http://www.guns.com.hk>

Malaysia

<https://aurra.my>
<http://www.silverocean.com.my>
<https://eleshop.my>

ABOUT ME

Multidisciplinary Visual Designer with over 6 years of experience specializing in e-commerce branding, multimedia production, and corporate identity systems. Proven track record of translating business objectives into high-converting visual strategies, successfully driving 2,000+ product sales and boosting organic engagement by 97% for regional brands. Adept at thriving in fast-paced environments to deliver pixel-perfect, compliance-driven designs that elevate brand positioning and accelerate commercial growth.

WORK EXPERIENCE

DESIGNER

ANSONTOOLS

2023-Present

- Spearheaded the design and development of a brand-new e-commerce website, successfully structuring and categorizing over 1,600+ products to optimize user navigation.
- Directed and produced high-quality product demonstration videos, enhancing visual storytelling and brand presence.
- Optimized high-resolution visual assets for digital and print media, ensuring consistent brand identity across all platforms.

DESIGNER

WE AIRSOFT

2020-2024

- Conceptualized and executed high-converting social media graphics, driving an 87.5% boost in average engagement (200-400 likes per post).
- Engineered dynamic video content and animations for YouTube and Facebook, achieving 36K+ organic views and a 97% increase in video performance without ad spend.
- Designed comprehensive marketing collaterals including product packaging (gun boxes), banners, and promotional posters to support product launches.

TYPESETTER

GENNEX FINANCIAL MEDIA LIMITED

2018-2019

- Formulated and executed meticulous typesetting for critical financial documents (Annual Reports, Circulars) for HKEX-listed companies, ensuring 100% compliance with strict regulatory guidelines.
- Streamlined the file conversion and graphic production process, delivering high-quality corporate layouts under tight, time-sensitive deadlines.
- Collaborated closely with corporate clients to maintain brand consistency and professional visual standards across all financial publications.

FREELANCE / PROJECT DESIGNER

AURRA, ELESHOP.MY

2019 – Present

- Spearheaded the end-to-end visual branding and website design for a Malaysian e-commerce platform (ELESHOP.MY), crafting conversion-focused creatives that directly drove 2,000+ product sales and garnered 500+ positive customer reviews.
- Conceptualized and executed comprehensive Corporate Identity Systems (CIS) for international financial and corporate service firms (AURRA, All Link Pay), encompassing logo design, digital presence, and physical signages.
- Elevated brand market positioning by developing refined, premium visual guidelines, successfully transitioning clients into boutique corporate service providers with a consistent and professional market presence.