

Jerry Wong

Digital Marketing Designer | AI & E-commerce Automation

CONTACT

- +852 6656 1514
- info@jerrywong-profile.space
- Malaysia · UTC+8 / HK hours

AVAILABILITY

- Full-time remote employee
- Monthly freelance retainer
- Part-time hourly

SKILLS

Design

Photoshop / Illustrator
InDesign / Figma / CapCut
Premiere Pro / After Effects

AI & Automation

Claude / ChatGPT / Gemini
Midjourney / Seedance
Nano-Banana
Python & workflow automation

Web & E-commerce

WordPress / WooCommerce
HTML5 & CSS · Photography

Marketing

Reels & short-form video
EDM / newsletter campaigns
Social media strategy

LANGUAGE

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

EDUCATION

Higher Diploma in Multimedia
and Entertainment Technology

Hong Kong Design Institute

Anthropic Education · 2026

Claude 101 · [Verify](#)
Claude Code 101 · [Verify](#)
[Intro to Claude Cowork](#)

GALLERY

jerrywong-profile.space

Hong Kong

ansontoolsholdings.com
weairsoft.com
www.guns.com.hk

Malaysia

aurra.my
www.silverocean.com.my
elishop.my

ABOUT ME

Multidisciplinary designer with **7+ years** in e-commerce branding, multimedia production and corporate identity — now pairing design craft with AI-driven automation. I don't just produce assets; I build the systems that produce them at scale: a Python pipeline that cut product-upload time by **90%**, an automated customer-reply system, and an AI-assisted video workflow that lifted page views **479%**. Proven commercial results including **2,000+ product sales** driven and a **1,600-SKU** e-commerce catalogue launched end-to-end. Hong Kong native, working remotely from Malaysia on Hong Kong hours.

AI & AUTOMATION HIGHLIGHTS

Automated Product Upload Pipeline (Python)

Built a Python script automating product data prep and bulk upload, **cutting manual listing time ~90%** and removing the data-entry bottleneck from catalogue growth.

AI Video Workflow (Claude · Seedance · CapCut)

I supply the high-engagement concept, Claude writes the script, Seedance generates the footage and CapCut finishes the edit — raising output speed and quality: **+479% views, +238% engagement, 100% net follower growth**.

AI-Assisted Customer Reply System

Deployed an automated response system for customer enquiries, **improving reply rate, speed and satisfaction** while freeing the team from repetitive first-line messaging.

Newsletter & Campaign Automation

Built a recurring newsletter and campaign programme from zero — templates, segmentation, cadence — running at **15%+ open rates** with click-through across every campaign link.

WORK EXPERIENCE

DESIGNER

ANSONTOOLS

2023 – Present

- Spearheaded design and development of a new e-commerce website, structuring and categorising **1,600+ products** for optimal navigation.
- Directed and produced product demonstration videos, strengthening visual storytelling and brand presence.
- Optimised high-resolution assets for digital and print, keeping brand identity consistent across platforms.

FREELANCE / PROJECT DESIGNER

AURRA · ELESHOP.MY

2019 – Present

- Led end-to-end branding and website design for Malaysian e-commerce platform ELESHOP.MY, with conversion-focused creative that drove **2,000+ product sales and 500+ positive reviews**.
- Built the AI-assisted customer reply system and automated newsletter programme, improving response speed and sustaining **15%+ open rates**.
- Produced AI-generated Reels (Claude scripting + Seedance) growing the page **+479% in views**.
- Developed Corporate Identity Systems for financial and corporate service firms (AURRA, All Link Pay) — logo, digital presence and signage.

DESIGNER

WE AIRSOFT

2020 – 2024

- Conceptualised and executed high-converting social media graphics, driving an **87.5% lift in average engagement** (200–400 likes per post).
- Engineered video content and animation for YouTube and Facebook, achieving **36K+ organic views and a 97% increase in video performance with zero ad spend**.
- Designed marketing collateral including product packaging, banners and promotional posters.

TYPESETTER

GENNEX FINANCIAL MEDIA

2018 – 2019

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