

## EXECUTIVE PROFILE

Design leader with 15+ years of multinational experience across education publishing, consumer branding, and creative marketing. Expert in visual storytelling and building high-performing multidisciplinary design teams. A pioneer in integrating Generative AI to enhance design speed, creativity, and brand consistency.



Portfolio

## CORE COMPETENCIES

**Strategy:** Brand Strategy & Visual Identity Systems, Marketing Collaboration.

**Leadership:** Creative Direction, Cross-departmental Stakeholder Management, Remote Leadership, Team Mentorship.

**Innovation:** AI-Powered Workflow Automation, Rapid Prototyping, Digital Transformation.

## PROFESSIONAL EXPERIENCE

**United Prime | Design Manager | 2021 – Present**

- ▶ **AI Integration:** Reduced early-stage concept turnaround from 5 days to 48 hours by implementing AI-assisted workflows for rapid prototyping, illustration exploration, mock-up development and short animation production.
- ▶ **Strategic Leadership:** Leading creative and design operations, overseeing branding, publications, and marketing campaigns B2B & B2C.
- ▶ **Brand Transformation:** Directed the full visual identity transition following Pearson's acquisition and develop branch logo for new business. Managed a library of 2000+ digital assets.
- ▶ **Operational Excellence:** Built a multidisciplinary team and deployed digital-first workflows to boost production efficiency. Slashed external freelance and agency spend by 20% by successfully insourcing production.

**Pearson | Design Manager | 2021 – 2023**

- ▶ Managed in-house design and external vendors to deliver brand-consistent materials across global publishing platforms.

**Freelance Designer | 2019 – 2021**

- ▶ Produced high-end creative work for global brands including Conair, BaByliss, and Cuisinart.
- ▶ Delivered design solutions for real-estate leaders (Centaline, Midland) and F&B groups (ChocoNext, Decree by T).

**Carlton Mansfield | Design Manager | 2016 – 2019**

- ▶ Promoted to lead design for corporate materials, investor decks, and integrated marketing campaigns.

**Belkin International | Graphic Designer (APeA) | 2014 – 2015**

- ▶ Delivered retail and online marketing assets across the Asia-Pacific region for Belkin and Linksys.

**Asurion | Graphic Designer (APAC) | 2012 – 2014**

- ▶ Directed 360° regional campaigns across 5 APAC markets.

2004–2012: Held various Graphic Design & Marketing roles at regional firms; details available upon request.

## EDUCATION & CERTIFICATIONS

**BA (Hon), Graphic Design** – University of Sunderland

**Independent AI-Prompting & Generative Design Practice** (2023–Present)

## TECHNICAL & LANGUAGES

**Tools:** Adobe Creative Suite, Generative AI Tools (Adobe Firefly, Nano Banana, Copilot, Gemini, Kling), Microsoft M365.

**Languages:** English (Full Professional), Cantonese (Native), Mandarin (Full Professional).

## CAREER INTERESTS

**Expected Salary:** HK\$48,000 - \$55,000 per month (Negotiable based on total package)

**Availability:** One-month notice