

TRACY KWOK

Work Experience

Freelance Web and Graphic Designer *Sep 2018 - present*

Work with established and start-up companies to develop their project objectives with a focus on designing logos and brand identities. Design a variety of websites for different industries such as corporate sites, eCommerce site, campaign mini sites and more. Meet with clients to discuss project objectives. Handle multiple fast-paced projects simultaneously.

Graphic Designer, Apex Training Consultants *Sep 2018 - present*

Redesign a website with better user flow and allows user to have everything they need within reach. No complex navigation, no hidden functionalities. Provide graphics support on corporate materials, promotional items, lecture powerpoint, event snapshots and videos. Work both independently and collaboratively with the senior executives to deliver projects.

Graphic Designer, Populuxe Design *Sep 2017 - Mar 2018*

Worked in brand design, editorial, illustration, packaging, web design projects for a variety of clients in the education, healthcare, non-for-profit, jewellery, construction, food and beverage sector. Conceptualized, developed and presented work to clients.

Graphic Designer, Shergon Print *Oct 2015 - Sep 2017*

Collaborated with the development team to bring the designs to life. Designed and enhanced a business automation platform (Qurtty) interface.

Intern, 3 Cobblers Design Co. *Jun 2014 - Aug 2014*

Updated projects and prepare final files for production. Ensured the accuracy of design files, reviewed printer proofs.

Education

Hong Kong Design Institute

Higher Diploma (Visual Communication) | 2015

University of British Columbia

Bachelor of Arts (Psychology) | 2012

Portfolio

🔍 www.kwokwingyi.com

Contact

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📍 Lai Chi Kok, Hong Kong

Skills

Brand identity
Editorial
Social media design
Packaging
Presentations /mock-ups
Advertising
Basic HTML & CSS
Web Responsive Design
User Journey/Flow

Tools

Adobe XD
Illustrator
Photoshop
After Effects
Premiere Pro
InDesign
Animate
Dreaweaver
Wordpress
Procreate

Exhibition

“Please Have A Seat”
Exhibition
Hong Kong Heritage
Museum x HKDI