

Summary

Dynamic and creative multimedia designer with over 5 years of experience in the field. Possessing in-depth knowledge of design principles and proficiency in industry-standard software. Recognised for maintaining a consistent record of delivering high-quality designs that exceed client expectations. Demonstrated ability to collaborate effectively with cross-functional teams and adapt to evolving project requirements. Eager to leverage skills in user-centric design and collaborative problem-solving as valuable assets to a forward-thinking team.

Experience

Freelance Multimedia Designer

Since 2020 - Present

Toronto, Canada & Hong Kong | <https://www.chrisli-ins.com/>

- Developed multimedia content for diverse clients, specializing in website design, UI/UX design, video production, and graphic design.
- Expertly recorded and edited videos, enhancing visual appeal through storytelling, motion cinema techniques, and integrated themes, music, and voice acting.
- Delivered high-quality design solutions by combining creative vision with technical expertise.

Graphic Designer & Graphic Design Consultant

January 2024 - April 2024

HealthEase Innovations Inc. | Toronto, Canada (Remote)

- Designed adaptable logos and brand identities for diverse usage, maintaining consistency and recognition across print, and digital.
- Created interactive prototypes for client pitches, demonstrating user interface designs and experience flows to align stakeholders and project direction.

UI & UX Designer (Field Placement)

October 2023 - December 2023

HealthEase Innovations Inc. | Toronto, Canada (Remote)

- Spearheaded comprehensive user testing on prototypes, driving iterative UX improvements for enhanced product usability.
- Orchestrated the development of the product's marketing website, implementing SEO strategies to optimize search rankings and boost online visibility.

Project Manager & UI & UX Designer (Project - Client Collaborations)

January 2023 - April 2023

Fundvantage, Adi Labs Inc. | Toronto, Canada (Remote) | <https://www.fundvantage.ca/>

- Led client collaborations to assess and improve the current website and user portal, delivering actionable UX/UI recommendations.
- Designed and executed innovative UI solutions, elevating user engagement and maintaining brand consistency.

Communications & Resource Development Executive

April 2022 - November 2022

Hong Kong Red Cross | Hong Kong | www.redcross.org.hk/en/

- Collaborated cross-functionally to establish and implement cohesive messaging strategies, ensuring brand consistency and effective communication.
- Led strategic communication efforts for fundraising, engaging donors through persuasive events and crafting user-centric messages that resonated with the target audience.

Experience (cont.)

Graphic Designer & Videographer

October 2019 - August 2020

Global Engagement Office of City University | *Hong Kong* | <https://www.cityu.edu.hk/geo/>

- Applied a user-centric approach to graphic design, creating visually compelling materials with brand consistency to effectively communicate the university's global initiatives.
- Proficiently managed videography processes, employing storytelling techniques to create compelling narratives that conveyed the department's mission and activities, enhancing user engagement.

Education

Postgraduate Certificate in Interactive Media Management

January 2023 - December 2023

Centennial College | *Toronto, Ontario*

Bachelor of Arts (Honours) in Media and Communication

2018 - 2020

City University of Hong Kong | *Hong Kong*

Associate of Social Science in Event Management

2016 - 2018

Community College of City University of Hong Kong | *Hong Kong*

Skills

- Adobe Creative Suite
- Project management
- Time management
- Multimedia production
- User testing
- Team collaboration and communication

Language

- Native Cantonese
- Fluent English
- Fluent Mandarin

Certifications & Licenses

Foundations of User Experience (UX) Design

Google UX Design Certificate

Portfolio & Social Media

Website: www.chrisli-ins.com**Instagram:** @lets.explore.ca (*Graphic design and multimedia content focused on Toronto*)