

Summary

Dynamic multimedia designer with 5+ years of experience in creative design, communications, and project management. Proven track record in delivering high-quality content and collaborating with cross-functional teams to achieve strategic goals. Expert in crafting compelling visual and written content that enhances user engagement and brand recognition. Seeking to leverage expertise in multimedia design and user-centered communication within a collaborative and impactful environment.

Experience

Multimedia Designer

Since 2020 - Present

Toronto, Canada & Hong Kong | www.chrisli-ins.com

- Developed multimedia content across digital platforms, specializing in website design, UI/UX, video, and graphic design, consistently delivering impactful designs that reinforced client branding and improved user engagement.
- Increased brand recognition for 10+ clients by developing cohesive multimedia assets, including logos, UI prototypes, promotional videos, and websites.
- Created over 20 engaging video projects, boosting client social media engagement by up to 30%.

Graphic Designer & Graphic Design Consultant

January 2024 - April 2024

HealthEase Innovations Inc. | Toronto, Canada (Remote)

- Collaborated with clients to design logos, brand identities, and interactive prototypes, improving stakeholder alignment and brand clarity.
- Developed cohesive identities across digital platforms, strengthening client brand recall and consistency.
- Produced prototypes that visually mapped UI/UX flows, streamlining feedback and reducing revision cycles.

UI & UX Designer (Field Placement)

October 2023 - December 2023

HealthEase Innovations Inc. | Toronto, Canada (Remote)

- Enhanced product usability and user experience through in-depth testing, iterative design improvements, and SEO-optimized web development.
- Organized and led 10+ user testing sessions, gathering feedback that informed feature updates and increased user satisfaction scores by 25%.
- Designed and launched the product's marketing website with SEO best practices, resulting in a 20% boost in search visibility and increased organic traffic.

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

January 2023 - April 2023

Fundvantage, Adi Labs Inc. | Toronto, Canada (Remote)

- Managed collaborative projects focused on enhancing user experience and supporting clients' brand positioning through actionable design recommendations.
- Conducted UX analysis to enhance platform navigation, contributing to a smoother user experience.
- Led regular update meetings and presented design solutions aligned with client goals, keeping projects on track and fostering user engagement.

Experience (cont.)

Communications & Resource Development Executive

April 2022 - November 2022

Hong Kong Red Cross | *Hong Kong*

- Executed communication strategies for fundraising and brand engagement, delivering targeted messaging while providing comprehensive event support.
- Created targeted communication materials and coordinated logistics, leading to a 15% boost in donations and a 20% increase in attendance.
- Partnered with cross-functional teams to craft brand-consistent messaging, resulting in a 20% rise in public engagement with campaigns.

Graphic Designer & Videographer

October 2019 - August 2020

Global Engagement Office of City University | *Hong Kong*

- Produced visual and video content to boost engagement with the university's global initiatives, using storytelling to resonate with students and international partners.
- Created 30+ visuals and videos for events and social media, spotlighting international programs and increasing social media engagement by 15%.
- Established a structured process for planning, shooting, and editing videos, reducing production time by 20% while maintaining high quality.

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

- **Analytical Skills:**
User testing, SEO optimization
- **Communication:**
Strategic communication, cross-functional collaboration
- **Design Skills:**
Graphic and multimedia design, Adobe Creative Suite proficiency, UI/UX design
- **Project Management:**
Project management and logistics coordination, event management

Language

- Native Cantonese
- Fluent English
- Fluent Mandarin