

Summary

Creative and detail-oriented multimedia designer with over five years of experience in digital design, communications, and project coordination. Skilled in developing engaging content for web, social media, and branding, with a strong focus on UI/UX, video production, and graphic design. Adept at collaborating with diverse teams to deliver visually compelling solutions that enhance brand identity and audience engagement. Seeking opportunities to contribute innovative design expertise in a dynamic and collaborative environment.

Experience

Multimedia Designer

Since 2020 - Present

Toronto, Canada & Hong Kong | www.chrisli-lns.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)

- Developed brand identities, marketing materials, and interactive prototypes, enhancing client communication and user experience.
- Created design assets that ensured consistency across digital platforms, strengthening brand recall.
- Produced UI/UX prototypes to streamline user flows, reducing revision time and improving development efficiency.

UI & UX Designer (Field Placement)

October 2023 - December 2023

HealthEase Innovations Inc. | Toronto, Canada (Remote)

- Conducted user testing and applied data-driven insights to refine product usability and interface design.
- Led over ten user research sessions, gathering feedback that drove improvements and increased satisfaction rates by 25%.
- Designed and launched a marketing website optimized for search engines, boosting organic traffic by 20%.

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

January 2023 - April 2023

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

- Managed design projects aimed at enhancing user experience and refining brand positioning.
- Conducted UX research to optimize platform navigation and usability.
- Led client meetings, presented strategic design recommendations, and ensured smooth project execution.

Experience (cont.)

Communications & Resource Development Executive

April 2022 - November 2022

Hong Kong Red Cross | *Hong Kong*

- Developed communication strategies that increased public engagement and strengthened fundraising initiatives.
- Created marketing materials and managed event logistics, leading to a 15% boost in donations and 20% higher event attendance.
- Collaborated with cross-functional teams to craft messaging aligned with the organization's brand, increasing public engagement by 20%.

Graphic Designer & Videographer

October 2019 - August 2020

Global Engagement Office of City University | *Hong Kong*

- Produced visual and video content to promote international student programs and university initiatives.
- Created over 30 graphics and videos for events and social media, increasing engagement by 15%.
- Streamlined the video production process, reducing turnaround time by 20% without compromising 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