

QUEENIE CHU

Branding & Multimedia

DETAILS

PHONE

852-98725102

EMAIL

queeniewengschu@gmail.com

LINKS

Portfolio

<https://www.queeniechuws.com/>

LinkedIn

<linkedin.com/in/queeniewengschu/>

SKILLS

Adobe Creative Suite

Microsoft Office

Generative AI

- Adobe Firefly
- Midjourney
- Nano Banana
- Flux
- Seedream

LANGUAGES

English - Fluent

Cantonese - Native

Mandarin - Fluent

Korean - Fluent (Topik level 5)

PROFILE

A strategic Senior Multimedia Designer with 7+ years of experience specializing in motion graphics, brand identity, and GenAI-driven production. Blending hands-on execution with art direction and team mentoring. Adept at managing agency workflows, optimizing creative processes, and executing mega-campaigns for top-tier retail brands.

EMPLOYMENT HISTORY

Senior Multimedia Designer, AS Watson Group (MoneyBack)

Jan 2025 – Present

- **GenAI Integration**
Pioneered the adoption of AI design tools. Proficient in prompt engineering across diverse engines (Adobe Firefly, Nano Banana, Flux, Seedream) to significantly accelerate static and motion asset production.
- **Design Lead, Core Loyalty Programme**
Led the complete visual revamp for the 2026 MoneyBack Burn Point reward programme. Established comprehensive UI guidelines, KVs, and templates for seamless cross-brand application.
- **Motion & Campaign Lead**
Served as the sole motion designer for digital channels and MoneyBack App Revamp campaigns.
- **Cross-Brand Execution**
Delivered high-volume visual assets and corporate offline materials across ASW business units (PARKnSHOP, Watsons, Fortress).

Senior Designer (Branding), CASETiFY

Apr 2022 – Nov 2024

- **Brand Identity Revamp**
Spearheaded the complete visual overhaul of the brand identity system for sales assets, establishing cohesive guidelines that elevated global brand recognition.
- **Strategic Campaign & Sales Planning**
Partnered directly with the Growth and Marketing teams to strategize and execute the annual sales promotion plan and mega product line campaigns, driving significant ROI.
- **Art Direction & Mentorship**
Mentored a junior designer, overseeing daily visual output, assigning tasks, and maintaining high aesthetic standards across all deliverables.

Digital Designer, SCMP - Cosmopolitan

Jul 2019 – Dec 2021

- **End-to-End Video Production**
Managed full-cycle video production, overseeing storyboarding, art direction, and visual effects for both editorial and client projects.
- **Visual & Social Strategy**
Executed high-quality visual designs and motion graphics to drive social media marketing and brand engagement.

Motion Graphic Designer, UNI Marketing Limited

Aug 2018 – Jul 2019

- **Social Media Animation**
Produced compelling motion graphics and digital video content, notably driving visual engagement for the Tagsis platform (60K+ followers).

Multimedia Designer, RTHK

Nov 2017 – Aug 2018

- **Broadcast & News Graphics**
Handled fast-paced daily multimedia digitization and graphic updates for live news broadcasts and online projects.
- **Event Visuals**
Delivered comprehensive graphic design and artwork execution for corporate events.

INTERNSHIPS

Animator, Marriott International

Aug 2015

Created multiple short animations for internal training purpose with the Area Director of Employee Relations.

EDUCATION

City University of Hong Kong

Hong Kong

Bachelor of Arts in Creative Media

Kyung Hee University

Seoul

Exchange programme - Korean Language School

Central Saint Martins

London

Design Summer School