

QUEENIE CHU

Brand Creative & Multimedia Designer

DETAILS

PHONE

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EMAIL

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LINKS

Portfolio

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

LinkedIn

<linkedin.com/in/queeniewengschu/>

SKILLS

Creative

- App Communication
- Brand Campaign Design
- Brand Identity
- Creative Direction
- Social-first Content

Design & Motion

- Adobe Creative Suite
- Motion Graphics
- Video Editing
- Photo / Video Production

AI Workflow

- AI-assisted Image & Motion
- Prompting / Visual Direction
- Midjourney / Seedream / Magnific AI

PROFILE

Hong Kong-based Brand Creative & Multimedia Designer with 7+ years of experience across brand campaigns, social-first motion, app communication and editorial production. Recently focused on AI-assisted image and animation workflows for faster, more expressive in-house content creation.

EXPERIENCE

Senior Multimedia Designer, AS Watson Group (MoneyBack)

Jan 2025 – Present

- Develop MoneyBack app communication, campaign visuals and mascot-led social content across digital channels.
- Lead motion-led content for MoneyBack digital channels, combining hands-on animation and visual effects with AI-assisted production.
- First proposed and introduced AI-assisted image and animation workflows to improve static, social and motion asset delivery.
- Revamped the visual system for MoneyBack's points-based loyalty reward communications across app, social and cross-brand templates.
- Delivered high-volume visual assets and offline materials across ASW brands including PARKnSHOP, Watsons and Fortress.

Senior Designer (Branding), CASETiFY

Apr 2022 – Nov 2024

- Revamped CASETiFY's sales campaign visual system, creating reusable guidelines and asset templates for seasonal promotions.
- Developed hero visuals, product communication, social assets and launch adaptations for major sales, product launch and collaboration campaigns.
- Produced teaser and motion assets across product launches and collaboration campaigns, including 3D motion direction.
- Worked with Growth, Marketing and regional teams on scalable campaign deliverables, while guiding junior design support.

Digital Designer, SCMP - Cosmopolitan

Jul 2019 – Dec 2021

- Produced beauty and lifestyle advertorial content across website, Instagram and Facebook.
- Managed storyboarding, art direction, props, shoot coordination and post-production for short-form video projects.
- Worked with clients, editorial teams and talent to deliver social-ready photo, video and motion assets.

Motion Graphic Designer, UNI Marketing Limited

Aug 2018 – Jul 2019

- Produced social media animation and digital video content for online platforms, including visual content for Tagsis.

Multimedia Designer, RTHK

Nov 2017 – Aug 2018

- Created fast-paced broadcast graphics, live news visual updates and event visuals for television, online and corporate use.

EDUCATION

City University of Hong Kong

Bachelor of Arts in Creative Media

Hong Kong

Kyung Hee University

Exchange programme - Korean Language School

Seoul

Central Saint Martins

Design Summer School

London

LANGUAGES

English

Fluent

Cantonese

Native

Mandarin

Fluent

Korean

Fluent (TOPIK Level 5)