

# QUEENIE CHU

Digital designer

## DETAILS

### PHONE

852-98725102

### EMAIL

queeniewengschu@gmail.com

## LINKS

### Portfolio

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

### LinkedIn

<linkedin.com/in/queeniewengschu/>

## SKILLS

Microsoft Office

Adobe Creative Suite

Spark AR

Sketch

## LANGUAGES

English - Fluent

Cantonese - Native

Mandarin - Fluent

Korean - Fluent ( Topik level 5 )

## PROFILE

Experienced in advertising and marketing industry with a demonstrated working portfolio. Specialized in brand development, integrated marketing, advertising and creative strategy. Adept in running successful campaigns, ranging from small to very large-scale. Offering strong communication skills, and an ability to collaborate.

## EMPLOYMENT HISTORY

### Senior Designer (Branding), CASETiFY

Apr 2022 — Nov 2024

- Managed brand identity system that included logo, website, and social media assets that increased brand recognition. Including full mega product line campaigns, year sale promotion plan.
- Utilized social media platforms and produce visual content to promote the brand and increase brand visibility.
- Collaborated with marketing and growth team to launch successful digital marketing campaigns that increased purchases with significantly higher ROI.

### Digital designer, SCMP - Cosmopolitan

Jul 2019 — Dec 2021

- Brought forth a deep understanding of branding, visual design, and social media marketing.
- In Charge of pre and post production for Cosmopolitan videos.
- Managed the production from storyboard, art direction, story-line and visual effect for client project with editorial team.
- Assisted the lead designer with day-to-day tasks to ensure organization and productivity.

### Motion Graphic Designer, UNI Marketing Limited

Aug 2018 — Jul 2019

- Mainly served for Tagsis, which is a social media platform over 60K followers.
- Delivered visually compelling animations or videos for projects, mainly handled online platform video content.
- Produced creative content to internal teams and clients.

## Multimedia Designer, RTHK

Nov 2017 — Aug 2018

- Handled news content and graphics updates of board-cast.
- Assisted in multimedia digitization, editing of online projects and everyday news.
- Provided graphic design or artwork for event related designs.
- Assisted the creative director with all graphic designs and executions.

## Multimedia Designer, More Creation

Freelance

Oct 2017 — Jan 2018

- Created visually appealing designs on graphic and videos
- Conducted video production projects, including video shooting and editing
- Generated new ideas on client projects
- In charge of photo shooting and retouching

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## INTERNSHIPS

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### Animator, Marriott International

Aug 2015

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

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## EDUCATION

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### City University of Hong Kong

Hong Kong

Sep 2013 — Aug 2017

Bachelor of Art in Creative Media

### Kyung Hee University

Seoul

Jun 2016 — Sep 2016

Exchange programme - Korean Language School

### Central Saint Martin

London

Aug 2014

Design Summer School