

HAYLEY CHAN

DIGITAL DESIGNER

CONTACT

+1 437 662 1201

hayleyychan@gmail.com

<https://hayleyychan.com>

North York, Ontario

Eligible holder of Open Work Permit

Available immediately

STACK

- Adobe Systems Adobe Creative Suite (Photoshop, Illustrator, AE, Premiere Pro, etc)
- Figma
- Maya, Blender
- Mailchimp

SKILLS

- Web Design
- 3D Animated Graphics Production
- Digital Media Design/Graphic Design
- Administering Social Media Accounts
- Copywriting
- Social Media & Digital Marketing
- banner & leaflet design

LANGUAGES

English

Mandarin

Cantonese

PROFILE

Proficient Graphic Designer knowledgeable about logos, marketing materials and website design. Clear communicator and collaborative team player with an eye for detail.

WORK EXPERIENCE

Digital Designer

Grantit Limited, Hong Kong

2023/01-2023/07

- Design web pages, social media images, digital display banners, video content, written content and other digital collateral for social media campaigns.
- Delivered impactful creative solutions through event branding, marketing and email campaigns.
- Establish creative direction for the company as well as brand guidelines.
- Work closely with the marketing team to translate and create digital marketing requirements into compelling, appropriate campaigns and designs.
- Created original artwork for range of print, web and video projects.

Creative Designer

Concept Founder Limited, Hong Kong

2021/09-2022/10

- Collaborated with clients to gather and define design requirements, and developed innovative design proposals.
- Produced compelling marketing materials, including create content, visual designs, and marketing videos.
- Designed and developed creative content, logos, advertisements, and other communication materials.
- Demonstrated versatility by working on diverse projects and media platforms.
- Proficient in video production and editing to create engaging and visually captivating videos.

Customer Service Officer

Twinkle Dance Company Limited, Hong Kong

2018/08-2023/05

- On stage and showcase photographer
- Responded to customer calls and emails to answer questions about products and services with positive attitude and focus on customer satisfaction.
- Handling enquiries, arrange class bookings and selling dancewear.
- Promoted company brand and unique offerings through personalized customer service.
- Assist in day-to-day operations and admin matters
- Manage current/new accounts in the system

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Marketing Assistant

HANDS Marketing Limited, Hong Kong

2020/12-2021/09

- Assisting in the development and distribution of marketing and promotional material
- Data entry and analysis
- Creating content for social media and blogs
- Help organize and coordinate marketing events such as restaurant review and bazaar
- Work with KOL, bloggers and foodie
- Updated spreadsheets with statistical, financial and non-financial information.

EDUCATION

Bachelor of Fine Arts with Honours in Animation and Visual Effects

THE OPEN UNIVERSITY OF HONG KONG

2017/09-2021/08

- Second Class Honours, Upper Division

Higher Diploma of Multimedia and Creative Advertising

SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES, CUHK

2015/09-2017/07

CERTIFICATIONS

UI / UX Web Design Professional Certificate

HONG KONG DIGITAL DESIGN AND MARKETING LIMITED

2022/11