



OBJECTIVE

Hello, I'm Roberta. I have completed my design education at Central Saint Martins, University of the Arts London. I have a great enthusiasm for design, innovation, and marketing. My goal is to explore diverse cultures, exchange ideas, and apply my creative skills in design fields. If you have any exciting opportunities want to share, please feel free to contact me :]

EDUCATION AND QUALIFICATIONS

- SEP 2017 - JUL 2020 BACHELOR'S DEGREE
Central Saint Martins, University of the Arts London, United Kingdom
BA (Hons) Graphic Communication Design (Grade: First Class Honours)
- SEP 2014 - JUL 2017 BACHELOR'S DEGREE (HIGHER DIPLOMA EXIT)
Technological and Higher Education Institute of Hong Kong
Higher Diploma in Advertising (Grade: Distinction)
- APR 2016 - AUG 2016 STUDENT EXCHANGE PROGRAMME
Nanyang Polytechnic, Singapore
Diploma in Visual Communication (Grade: GPA: 4.0)
- SEP 2010 - JUL 2014 GRADUATE
HKICC Lee Shau Kee School of Creativity, Hong Kong
Design and Applied Technology, Information and Communication Technology

WORK EXPERIENCE

- APR 2021 - PRESENT DIGITAL MARKETING OFFICER
Sun & Hon International Ltd., Hong Kong.
My responsibilities include creating websites for various brands and designing marketing campaigns on Amazon, Shopify, and social media. Additionally, I am responsible for developing new products in Backpack Design and Home Décor categories. I work closely with sales and product development teams to organize projects in the United States and Europe.
- JAN 2017 - PRESENT FREELANCE GRAPHIC DESIGNER
Pan Kee Dried Seafood Co. Ltd., Macao
I am currently working as a freelance graphic designer for Pan Kee Dried Seafood, a well-established company in Macau since the 1960s. My role involves helping the company reposition its brand to attract new customers. I am responsible for designing the corporate identity, offline and online materials, seasonal promotional materials, and packaging design.
- MAR 2021 - May 2022 FREELANCE GRAPHIC DESIGNER
House Lafayette, Macao
It is a new takeaway restaurant that specializes in serving freshly made and healthy soups with high-value tonic ingredients. As a creative designer, I have been assisting House Lafayette in producing a range of creative works, including designing their logo, menu, cutlery, delivery app storefront, social media posts, and providing advice on the restaurant's interior design.



- SEP 2020 - MAR 2021 MANAGER TRAINEE
 McDonald's Next, Hong Kong
 During the pandemic, I returned to Hong Kong and joined the first McDonald's concept restaurant in Admiralty Centre. I assisted with the operation of the concept store and designed promotional materials for internal events. Working closely with the management team, I also completed a shift management course.
- JUL 2019 - APR 2020 GRAPHIC DESIGNER
 East Meets West Club, London
 During my time in London, I worked as a graphic designer at an event management company. My responsibilities included designing websites, email newsletters, invitations, social media posts, and assisting with event set-up. I collaborated with British corporates, including Berkeley Group, A. Lange & Söhne, and Residential Land, to engage Chinese customers.
- MAY 2018 - OCT 2019 USER INTERFACE & USER EXPERIENCE DESIGNER
 Learn-to-Sing Music Education & Karaoke Inc., Hong Kong
 I worked for an app development company on the project called Perfect Pitch. It is an educational music app designed for individuals who want to learn how to sing. I was responsible for designing the app interface, user experience, website, and online materials.
- JUL 2015 - SEP 2017 DESIGN INTERNSHIP
 Lab by Dimension Plus, Hong Kong
 During my 2-year design internship at a digital fabrication laboratory, I gained valuable experience in the design process. I assisted in developing products using digital fabrication machines, such as laser cutters. My responsibilities included product development, creating promotional materials, organizing workshops, and maintaining the exhibition space.

ADDITIONAL SKILLS | INTERESTS

Adobe | Illustrator, Premiere, InDesign, Photoshop, Dreamweaver, After Effect
 Other Skills | Microsoft Office, Google Sketch Up, Corel Draw, p5.js, Web Design, User Interface Design
 Language | Cantonese, English, Mandarin
 Interest | Travelling, Photography, Digital Fabrication, Handicraft and Drawing

ACCOMPLISHMENTS | AWARDS

Champion of Project Campus 2017 - Cosmopolitan	NUHkids Poster Design Competition - First Runner-up
Prue Art Foundation Scholarship	Outstanding Performance Scholarship - The Education Bureau
Rocco Design Architects Scholarship	Student Design Award - Hong Kong Water Race 2016
Jackie Chan Charitable Foundation Scholarship For Creativity	Dean's List & President's List - Thei