

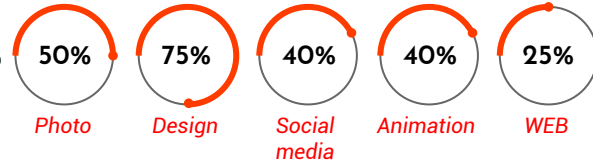


謝啟業 **Yves Tse**
Multimedia Designer

Licenses & Certifications

- 3D Animation Elementary Online Course**
Act Plus Education Foundation
Issued Jan 2021 — — — — — 2021/11-2021/12
- Executive Certificate in Social Media and Digital Marketing Analytics**
HKUpace
Issued Jul 2018 — — — — — 2018/6-2018/7

Software



PERSONAL INFO

E-MAIL

yvestseky@gmail.com

PHONE

+852 9064 7600

WEBSITE

yves-portfolio.framer.website

SKILLS

Composition



Think



Illustration



Typography



Storytelling



Problem Solving



LANGUAGES

Cantonese



English



Mandarin



Education

- University of the West of England** — — — — — 2023 - 2025
Bachelor of Arts (Honours) Media Production (Creative Content)
- Caritas Bianchi College of Careers** — — — — — 2012 - 2014
BTEC Professional qualification, Pearson BTEC Level 5
HND Diploma in GRAPHIC DESIGN (QCF)
- Caritas Bianchi College of Careers** — — — — — 2011 - 2014
Higher Diploma in Design (Graphic Design)
- Caritas Institute of Community Education** — — — — — 2010 - 2011
Project Yi Jin(Design)
- Caritas Charles Vath College - Art** — — — — — 2008 - 2010

Work Experience

- Design and Digital Marketing Manager**
Infinity Technology International Limited - Mobile charger company
2017/12-Present
As Digital Marketing Manager, created compelling digital campaigns that increased online visibility and drove a 25% boost in e-commerce sales.
- Digital Marketing Designer**
Infinity Technology International Limited - Mobile charger company
2017/3-2017/12
As Digital Marketing Designer, developed eye-catching social media graphics, web banner ads, and email templates that elevated the brand's digital presence and engagement.
- Graphic Designer**
Chocolate Milk Design and Production House - Design House
2016/5-2016/12
As Graphic Designer and Digital Marketing Assistant, crafted vibrant brand identities, print collateral, and digital assets that elevated the agency's portfolio and attracted new high-profile clients. Optimized the company's social media strategy and content, resulting in a 35% increase in follower growth and higher engagement rates.
- Graphic Designer**
Omnific Works Limited - Building Materials_Flooring Company
2015/4-2016/4
As Marketing Graphic Designer, revitalized the company's visual brand identity across print and digital mediums, reinforcing their position as an industry leader in building materials. Designed impactful product catalogs, showroom displays, and online marketing assets that drove a 20% lift in sales leads.
- Junior Graphic Designer**
Genesis Developmet Limited - Building Materials_Flooring Company
2015/1-2015/4
As Junior Graphic Designer, collaborated with the marketing team to create cohesive brand assets, including product packaging, brochures, and trade show materials. Demonstrated proficiency in design software and an eye for detail, contributing to the company's polished visual brand presentation.
- Shooting Assistant.**
MAKE SOME NOISE WORKSHOP.
2013/6, 2013/9, 2014/5~2014/6
- Network Video Cameraman&Editor.**
Hong Kong Designers Association (HKDA).
2012 - 2013
- Network Video**
Hong Kong Designers Association (HKDA).
2012 - 2013





