



CHRISTELLE KONG
Graphic Designer



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SOFTWARES



EDUCATION

BA (Hons) Design (Advertising)

2014 Sep - 2016 Aug

The Hong Kong Polytechnic University, School of Design

Associate in Design (Advertising Design)

2012 Sep - 2014 Aug

PolyU Hong Kong Community College



WORK EXPERIENCE

Leading Nation HK Limited

Senior Graphic Designer

2023 Feb - 2024 Apr

- Work closely with the marketing and operations teams to design a variety of branded materials for the restaurants, including menus, in-restaurant signage and collateral, tableware, and staff uniforms (Restaurants include: Elephant Grounds, Wagyumafia, Mashi no Mashi, The Diplomat, Cardinal Point and more)
- Create engaging promotional materials such as posters, reels, and digital content (social media graphics, newsletters, website banners, etc.) to support marketing campaigns and drive customer traffic.
- Oversee the design production process, including vendor selection, output file preparation and quality control to ensure brand standards are met
- Stay informed about industry trends, explore new design techniques, and propose ideas to enhance the visual identity and customer experience
- Develop and maintain a cohesive design system, including guidelines, templates, and reusable components, to streamline design workflows and ensure consistency
- Provide guidance to junior designers to better understand the tasks and priorities, helping them deliver designs that meet company's requirements

M Plus Design & Architecture Consultancy (Hong Kong) Limited, Hong Kong

Advanced Graphic Designer

2021 Jul - 2023 Jan

- Responsible for concept development and all visual duties for international clients in BTL including VM display, POSM, pop-up store, retail store, etc (Clients include: P&G HK & China, Shiseido, Shu uemura, Lancôme, SkinCeuticals, Hennessy, and more)
- Design, direct and translate conceptual input into packaging layout and KV design
- Supervise the accessment of output preparation including mock-up, color proof and artwork file
- Collaborate with China creative team to manage and coordinate projects

Graphic Designer

2019 May - 2021 Jun

- Execute graphic design needs for 3D design team on 3D modeling
- Manage company social media platform and develop cooperate communication contents
- Optimise client presentations including 3D render retouching & PowerPoint design
- Responsible for company portfolio design including layout and infographics for potential client meetings

Deltamac (HK) Co. Limited, Hong Kong

Graphic Designer

2018 Jun - 2019 Apr

- Design the cover of distributed oversea/local movies and animated television series
(Labels include: Walt Disney Pictures, Bravos Pictures, HIT Entertainment, Entertainment One and more)
- Coordinate with the marketing team on all aspects of film promotional designs, such as point of purchase, online banners, eDM, magazine ads and social media contents
- Communicate with printing company and work on color proof to ensure the outputs quality
- Create the VOD posters for the streaming platforms, such as iTunes movie, Google Play Movies & TV and Clickplay

Infinity Advertising, Hong Kong

Designer & Project Coordinator

2016 Nov - 2018 Mar

- Attend client (HK Government) meetings and write the design brief to the creative team
- Contribute ideas and design artworks and copywriting for various form of media that aligning to the campaigns
- Work closely with teammates to brainstorm campaign ideas
- Directly contact with client representatives for project coordination
- Responsible for the pre-production process, including castings, location finding, costume and props
- Monitor the production and post-production progress to ensure the outcome quality

TBWA \ Shanghai, Shanghai

Creative team - Intern

2015 Summer Term

- Contribute campaign ideas to promotion content for international clients including McDonald's and Airbnb
- Responsible for creating storyboard and print ads
- Assist with client presentations content