

KIN WAH CHEUNG WAYNE

Graphic Designer

Contact



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Skills

- Graphic Design
- Branding
- Project Management
- Print Design
- Visual Identity
- Newletters

Education

First Institute of Art & Design
Graphic Design Diploma Course

Awards

2022



ARC International Awards

- *Best of China*
- *Best of Hong Kong*

2016



MERCURY AWARDS 2016

Gold / Custom Publications / Non-Profit

2016



MARKETING EXCELLENCE AWARD

Gold / Custom Publication

1997



First Institute of Art & Design Graphic
Design Diploma Course

- *Winner of the Gold Winner*

Experience

Head of Design

2018-2025

Cre8corp Greater China Ltd

- Lead all creative direction for the company's visual brand guidelines a look and feel, optimising inter-departmental and cross-functional workflow processes.
- Managed creative team of 10 people on pitching. Annual report, ESG report and new business and daily works.

Art Director

2014-2018

Cre8plus Ltd

- Cooperated and created variety of ATL campaigns with different client and vendors to ensure clients' objectives are achieved.
- Creates concept development and strategy. Leads the team to join different scales of pitching. Manages and keeps the relationships with clients and vendors. Ensures the entire outcome reach more than clients' expectation.

Senior Designer

2012-2014

Yellow Creative Ltd

- Handled different art direction projects related to design illustration and concept development that required creativity and innovative ideas.

Senior Designer

2010-2012

The Design Associates

- Collaborated directly with business units to reach clients' needs. Assessed project feasibility, gathered business requirements, and executed project plans for various business groups.