

# JESSICA TSANG

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## SUMMARY

All-rounded designer with **5** years of experience in **graphic**, **multimedia** and **web design**, proficient in Adobe Creative Suite, Figma, and Sketch, with hands-on experience in HTML and CSS. I have worked with a variety of clients and projects across industries such as finance, banking, real estate, retail, and NGOs, delivering user-friendly digital experiences and impactful branding materials. I'm passionate about providing innovative design solutions through design thinking and a user-centered approach, and I'm eager to bring my diverse skill set to your team to enhance user satisfaction and drive successful design projects.

## EDUCATION

**Bachelor of Arts (Hons) in Creative Media**  
(Minor in Japanese Studies) - 2:1

**Aug 2015 - Jul 2019**

City University of Hong Kong

## EMPLOYMENT HISTORY

**Freelance UI UX / Web Designer, Multiple Clients**

**Oct 2024 - Present**

- Designed visually appealing and intuitive and responsive interfaces websites, aligning with brand guidelines
- Built sitemaps, wireframes, and interactive prototypes in Figma to map out user journeys and define interactions
- Worked with developers and clients to create and update design systems, style guides, templates and component libraries
- Collaborated closely with multidisciplinary teams, including developers and product managers

**UI UX Designer, Hypthon Limited**

**Dec 2023 - Jun 2024**

- Created visually engaging and user-friendly interfaces for responsive websites (Desktop, Tablet, Mobile), ensuring adherence to branding guidelines and compliance with web accessibility (WCAG), and refining layouts based on user feedback
- Developed sitemaps, wireframes, low-fidelity mockups, and interactive prototypes using Figma, Sketch, and InVision to design user journeys and interactions
- Evaluated user flows and customer journeys, conducting usability testing to identify improvement areas and enhance the overall user experience
- Collaborated with clients to design and maintain design systems, style guides, and component libraries, ensuring product consistency across platforms; and developed user manuals to guide clients in post-maintenance procedures
- Partnered closely with cross-functional teams, including developers, product managers, and marketers, to convert business requirements into effective design solutions
- Led projects primarily in the banking and retail industries
- Produced comprehensive campaign materials, including promotional websites, key visuals, ad banners, and eDM/AEM designs
- Created social media assets for company promotions, particularly on LinkedIn

**Web Designer, Jazzup**

**Oct 2021 - Nov 2023**

- Designed and developed visually engaging, user-friendly responsive websites, incorporating custom graphic elements
- Created sitemaps, wireframes, prototypes, and mockups using Figma, Sketch, or Adobe XD to communicate design concepts and interaction flows effectively
- Implemented front-end code (HTML/CSS) to translate designs into responsive and accessible websites, adhering to web accessibility standards (WCAG)
- Assisted developers in setting up WordPress Content Management Systems (CMS) and prepared user manual to enable clients to update their websites independently
- Collaborated with clients and project partners to define project goals and requirements, and presented updates and design ideas to partners and clients during meetings
- Prepared reports using Google Analytics (GA) to analyze data and track performance
- Identified and addressed user experience issues such as responsiveness and usability, providing recommendations and consultations to improve existing digital products

- Designed a wide range of advertising materials, including social media posts, Google Ads banners, animations, illustrations, video edits, user interfaces, and website designs that met marketing objectives.
- Collaborated with copywriters and marketing teams to brainstorm and create engaging campaigns, ensuring all materials worked seamlessly
- Created animations and videos in Adobe After Effects and Premiere Pro to enhance storytelling and boost engagement on platforms like Instagram and YouTube.
- Developed print and digital materials, such as posters and social media post, using Adobe Illustrator and Photoshop, ensuring they aligned with brand guidelines.
- Guided junior designers / interns, helping them improve their skills in tools like Adobe Creative Suite while fostering a collaborative team environment
- Presented creative concepts and prototypes to stakeholders with polished visuals from Figma and Adobe InDesign, incorporating feedback to deliver top-notch results
- Analyzed project performance and adjusted designs based on feedback to ensure maximum impact and effectiveness
- Worked closely with developers to turn AdobeXD and Sketch designs and prototypes into fully functional and responsive websites and apps

**Digital Graphic Designer, iBorn Media Ltd****Aug 2019 - Nov 2019**

- Designed and executed compelling visual content for various digital platforms, including Facebook, and Instagram, ensuring alignment with marketing goals and audience engagement strategies
- Created and optimized Google Ads display banners and animations using Adobe After Effects and Photoshop, driving click-through rates and conversions
- Produced visually appealing layouts and templates for email marketing campaigns, ensuring compatibility across devices and created 3D mascots for social media page
- Collaborated with marketing teams and stakeholders to conceptualize and execute creative ideas for seasonal campaigns, product launches, and special events
- Played a key role in securing new business, including winning a social media management project for a council supported by HKGOV through innovative pitch presentations
- Prepared assets and materials for advertising campaigns, collaborating with printers and external vendors to ensure high-quality output for both digital and print formats.
- Provided creative direction and managed multiple projects simultaneously, meeting tight deadlines without compromising quality

**CERTIFICATIONS****Standard First Aid with CPR Level C & AED Certification  
by Canadian Red Cross****Valid til 07 Sept 2027****Japanese-Language Proficiency Test - Level N5, Passed****2016****LANGUAGES**

- Verbal and Written Communication: English, Chinese (Cantonese, Mandarin), Basic Understanding of Japanese

**SKILLS**

**Softwares / Tools**      Design and Prototyping tools, including Adobe Creative Suite (Photoshop, Illustration, Dreamwaver, Adobe XD, After Effect, Premium, Indesign), Figma, FigJam, Sketch, InVision, Autodesk Maya, Visual Studio Code

Microsoft Office (Words, PowerPoint, Excel), Google Analytics, Slack, Trello, Miro

**Design Skills**      User Interface (UI) Design, User Experience (UX) Design, Web Design, Wireframing, Responsive Design, Mobile Design, Prototyping, Interaction Design, User-Centered Design, Information Architecture, Content Management Systems (CMS), Site Mapping, UI Animation, Userflow, User Research, WCAG

Typography, Colour Theory, Graphic Design, Animation, Illustration, Print Materials, Social Media Materials, Video Editing, 3D animation

**Programming Languages**      HTML5, CSS, Javascript (Basic knowledge)