Hi, I'm

TSE CHI CHUEN, SAM

UI UX DESIGN | WEBSITE DESIGN | GRAPHIC DESIGN | PHOTOGRAPHY

Hi, I'm Sam. with 14 years of experience in retail and tech, specializing in both online and offline design assets. Proficient in photography and skilled in generating AI-driven images, I bring a unique blend of artistic vision and technical expertise to produce compelling visual content that enhances brand identity and engages audiences.

PERSONAL INFROMATION

E-mail   samtse516@gmail.com

Tel   6276 6568

Portfolio   **www.mm7am.com**

EXPERIENCE

Senior Graphic Designer
LABWORKS INTERNATIONAL DESIGN LTD (7/2023 - PRESENT)
- Create high-quality visual assets for Amazon and Shopify.
- Prepare materials for product shoots to highlight key features.
- Collaborate with other teams to align design with business goals and customer expectations.

Image Quality & UI/UX Officer
XDYNAMICS LIMITED (10/2020 - 7/2023)
- Collaborate with product managers, engineers, and marketing to integrate design into product development.
- Establish a bug tracking system to improve the debugging process for the development team.
- Focus on developing the camera function and enhancing image quality.

UI/UX Designer
XDYNAMICS LIMITED (3/2018 - 9/2020)
- Work in a dynamic startup company at Hong Kong Sicence park focused on drone manufacturing.
- Act as the Project Owner after 1 year, leading the design process and ensuring alignment with the overall product vision and objectives.
- Conduct usability testing to gather feedback and refine designs

Project Manager
NICHOLAS & BEARS GROUP (4/2015 - 1/2018)
- Establish the brand identity for the Ferrari Junior Collection.
- Lead the graphic design team, providing vision and direction for all visual projects to ensure they align with the brand's identity and values.
- Collaborate with the marketing team to create and implement all graphics and marketing materials.

Photographer & Graphic Designer
NICHOLAS & BEARS GROUP (3/2013 - 4/2015)
- Products photography for online shop
- Design promotional materials like banners and social media graphics to ensure brand consistency.
- Create seasonal graphics, including badges, patterns, and labels.

Graphic Designer
CHESS PHOTOGRAPHIC & DESIGN CO. (10/2011- 4/2013)
- Create asset for TDC adv and prepare products photography

EDUCATION

UX Design Professional Certificate
GOOGLE COURSERA   (2023)

Small Unmanned Aircraft (Advanced Rating)
VOCATIONAL TRAINING COUNCIL   (2023)

Communication Design
SWINBURNE UNIVERSITY OF TECHNOLOGY
DEGREE (PART TIME, 2YEARS)   (2010 - 2012)

Commercial Printing & Digital Media Publishing
HONG KONG DESIGN INSTITUTE
HIGHER DIPLOMA (FULL TIME, 3YEARS)   (2008 - 2010)

Commercial Design
HONG KONG CHINGYING INSTITUTE OF VISUAL ARTS
DIPLOMA (PART TIME, 2YEARS)   (2007 - 2009)

SOFTWARE & SKILL

Figma / Illustrator / Photoshop / Lightroom / Adobe XD / Wordpress

Clickup / Indesign / Fijam / Shopify / Midjourney / ChatGTP

After Effect / Premiere / Microsoft Office / CSS / HTML 5

- Strong Sense At Typographic & Visual Design
- Solid Experience In Output and Printing Process
- Solid Experience In UI/UX Design
- Solid Experience In Web Design
- Excellent Photo Shooting & Retouch Skill
- Aerial Shooting Skill
- Good Presentation Skills and Storytelling
- Basic Knowledge Of HTML, CSS