

YOLANDA WONG

ART DIRECTOR

yolanda.wongching@gmail.com

93778141

PROFILE

Hello! This is Yolanda. Experienced designer in FMCG brands, especially food industry over 7 years. Skilled in Adobe Creative Suite and creative design. Graduated from The Hong Kong Polytechnic University. Major in BA (Hons) Scheme In Design (Advertising Design).

CREATIVE FIELDS GRAPHIC DESIGN | PACKAGE DESIGN | STORE DESIGN | POS | VM | ONLINE PROMOTION

WORK EXPERIENCE

Garage (Hong Kong) Limited

June 2022 - Present

Art Director

Developing creative concepts, package design, art direction, and final execution for different brands such as Singleton, Jamieson, HKUST etc.

Topick Group (Hong Kong) Limited

April 2016 - May 2022

Art Director

Developing creative concepts, art direction and final execution for different FMCG brands such as Ferrero, Colgate, Kjeldsens, Nestle, Godiva, Kitkat, Friso and Etude house, etc.

Spice Creative Limited

March - November 2015

Assistant Art Director

Developing strategic creative ideas, art direction and production for different F&B and retail brands, such as Ippudo HK and Hino Trucks HK.

Abundant Whale Limited

October 2015

Graphic Designer

Creating different visual graphic post for facebook and event promotions.

Turn Plus Communication Limited

August 2015

Shiseido Event Retoucher

Retouching photos and send to Shiseido event real-time for customer.

McCANN (SHANGHAI)

May - August 2014

Internship - Assistant Art Director

Developing creative concepts, information research, communicating ideas with oversea production house.

EDUCATION

BA (HONS) SCHEME IN DESIGN (ADVERTISING DESIGN)

2013-2015

THE HONG KONG

POLYTECHNIC UNIVERSITY

ASSOCIATE DEGREE SCHEME IN ADVERTISING DESIGN

2011-2013

POLYU HONG KONG

COMMUNICATION COLLEGE

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ACTIVITIES

Lum Dong Moive

September - December 2018

Production Designer, Costume Designer

Prepare different props and costume to actors.
Work with different parties, design poster and promotional leaflet.

18 Scenes In a Cage

March 2018

Volunteer

Help and support event show. Work with producers and strategists to ensure work aligned with creator and timelines.

The Outer Voices

November 2016 - December 2017

Facebook Admin

Develop creative ideas and layout for digital uses (Facebook posts, website).

For Old Time Sake Movie

February 2016 - March 2017

Production Designer, Costume Designer

Prepare different props and costume to actors.
Work with different parties, design poster and promotional leaflet.

Sustainable Festivals 2016

April 2016

Volunteer

Collaborate with various environmentally-friendly and community organizations all over the city including SPCA, local farms and music groups, to provide fun activities promoting healthy and sustainable lifestyle.

Abundant Whale Limited

October 2015

Graphic Designer

Design various print materials, online ads, ensuring that the company's marketing strategy were met.

Turn Plus Communication Limited

August 2015

Shiseido Event Retoucher

Provide high standard quality of photo retouch service for customer.

CHAI WAN MEI Art & Design Festival 2015

March 2015

Volunteer

Help and support different creators, represent and communicate with audience creator works.