

LUCIA DESIGN

Lucia Ho Wing Ki

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EXPERIENCE

Estée Lauder Asia Pacific Limited | July 2017 - Present

Jan 2022- present | Assistant Manager, Creative Content Hub APAC

Responsible for APAC studio content creation, manage timeline, create briefing templates and process.

July 2021 - Dec 2021 | Senior designer

Responsible for APAC studio content creation, art direction and project management.

Nov 2019 - June 2021 | ELC Assignment

May 2020 - June 2021: Marketing Executive, Estee Lauder APAC

Nov 2019 - April 2020: Digital designer, Creative Content Hub APAC

July 2017 - Oct 2019 | Graphic designer

Responsible for launching the first M•A•C cosmetics specialty multi channels in AUS, NZ, HK, JP, KR, SGP, TH, MY and IND. Retailers include Sephora, Eve and Boy, Mecca, Olive and Young and more.

Peninsula Merchandising Limited | July 2014 - June 2017

Jan 2017 - June 2017 | Graphic designer, Marketing Communications

Responsible for Hong Kong and overseas stores' visual merchandising and create seasonal theme along with related packaging and marketing materials. Committee of brand evolution working group.

July 2014 - 2016 | Junior Graphic designer, Marketing Communications

Facilitate Assistant Design Manager to develop visual content and wide range of design tasks such as visual merchandising and marketing materials.

HL Packaging Group | July 2012 - June 2014

Graphic designer

Responsible for creating design solutions including design packages, pitch books, presentation templates, pre-press artwork analysis and more.

EDUCATION

Savannah College of Art and Design (SCAD Hong Kong)

Bachelor of Fine Art, Graphic Design, June 2014

Overall GPA: 3.6 | Major Curriculum GPA: 3.9

School Dean's List (SCAD, 2010 - 2014)

Self-financing Post-secondary Scholarship (2014)

Artistic Honors Scholarship, (SCAD, 2010 - 2014)

Student Opportunity Scholarship (SCAD, 2010 - 2014)

SKILLS

Design: Visual merchandising, logo & corporate identity, publication, package design, promotion & advertising, print, production, book binding, video editing, instagram filter, 3D rendering

Software: Proficient in InDesign, Illustrator, Photoshop, SketchUp, MS Office
Basic in ArtiosCAD, Acrobat, Spark AR, Premiere Pro

Language: Fluent in English and Cantonese. Basic in Mandarin.