



## OBJECTIVE

Hello, I am Roberta. I am completing my BA in Graphic Communication Design at Central Saint Martins, University of the Arts London. I am enthusiastic about art and design. My objective is to explore different cultures, exchange my ideas and utilize my creative skills in design fields. You can contact me if you have an exciting opportunity you want to share :]

## EDUCATION AND QUALIFICATIONS

- SEP 2017 - JUN 2020    **BACHELOR'S DEGREE**  
Central Saint Martins, University of the Arts London  
BA (Hons) Graphic Communication Design (First Class Honours)
- SEP 2014 - JUL 2017    **BACHELOR'S DEGREE (HIGHER DIPLOMA EXIT)**  
Technological and Higher Education Institute of Hong Kong  
Higher Diploma in Advertising (Distinction)
- APR 2016 - AUG 2016    **STUDENT EXCHANGE PROGRAMME**  
Nanyang Polytechnic, Singapore  
Diploma in Visual Communication
- SEP 2010 - JUL 2014    **GRADUATE**  
HKICC Lee Shau Kee School of Creativity

## WORK EXPERIENCE

- JUL 2019 - APR 2020    **GRAPHIC DESIGNER**  
East Meets West Club, London  
I worked for an event management company during my time in London. My duty was to help British corporates to reach Chinese audiences, such as Berkeley Group, A. Lange & Söhne and Residential Land. I was responsible for designing websites, email newsletters, invitations, social media posts and assisting event set-up.
- FEB 2019 - NOV 2019    **FRONT OF THE HOUSE STAFF**  
Bao, London  
I worked as a part-time waiting staff at a Taiwanese restaurant in Soho and Fitzrovia. I was responsible for taking orders, serving food and beverages, checking in with customers, collecting payments, answering questions regarding menu items, setting up dining areas, stocking service areas, preparing tables, and completing cleaning duties.
- JUL 2018 - FEB 2019    **CREW MEMBER**  
McDonald's, London  
I was mainly at the front counter helping customers through the ordering process during my time in McDonald's King's Cross restaurant. I worked part-time. My duty was greeting customers, recommending food items, collecting payments, promoting special deals, preparing and serving McCafé beverages, maintaining cleanliness, and ensuring quality control.



- MAY 2018 - OCT 2019    **USER INTERFACE & USER EXPERIENCE DESIGNER**  
Learn-to-Sing Music Education & Karaoke Inc., Hong Kong  
I worked for an app developing company. My project is called Perfect Pitch. I was responsible for the app interface, user experience, website and promotional materials design.
- APR 2017 - JUN 2017    **PART TIME GRAPHIC DESIGNER IN CREATIVE TEAM**  
CMRS Group, Hong Kong  
I worked for a brand custodian group where enabling brand communication excellence in digital and social media space. I mainly focused on visual content creation of social media, websites, apps as well as printed advertisement in a magazine.
- JUL 2015 - SEP 2017    **DESIGN INTERNSHIP**  
Lab by Dimension Plus, Hong Kong  
I completed a 3-year design internship at a digital fabrication laboratory. I assisted in developing products with digital fabrication machines, preparing promotional materials, organising creative workshops and maintain the exhibition space.
- JUL 2015 - OCT 2016    **ASSISTANT DESIGNER**  
Miscato, Hong Kong  
Miscato is a social enterprise startup founded in 2015. My role was to recommend, design and execute a set of digital advertising solutions for Miscato. These solutions include responsive web design, social media ads, mobile ads and brochure.
- OCT 2014 - OCT 2015    **VOLUNTARY TUTOR**  
Principal Chan Free Tutorial World, Hong Kong  
I provided one-on-one tuition services for free to students from underprivileged families for a year after I graduated from high school. I taught both Chinese, English and Mathematics during that time.
- SEP 2014 - SEP 2015    **PART-TIME TUTOR**  
Micky Mouse Piano Co., Hong Kong  
I worked as a part-time tutor during weekends. My duty was to check homework, give guidance to my students and improve their academic results. I also taught drawing class and handicraft during that time.

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## ADDITIONAL SKILLS | INTERESTS

- Adobe | Illustrator, Premiere, InDesign, Photoshop, Dreamweaver, After Effect
- Microsoft Office | Word, Excel, Power Point, Access
- Language | Cantonese, English, Mandarin

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## ACCOMPLISHMENTS | AWARDS

- Champion of Project Campus 2017 | NUHkids Mural and Poster Design Competition First Runner-up
- Outstanding Performance Scholarship Hong Kong | Water Race 2016 Student Design Award
- Achievement Scholarship - Tier 1, Dean's List | President's List
- Rocco Design Architects Scholarship | Prue Art Foundation Scholarship
- Jackie Chan Charitable Foundation Scholarship For Creativity