



# WINSOME YEUNG

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[www.winsomeyeung.com](http://www.winsomeyeung.com) (portfolio)

## PROFILE SUMMARY

Brand-focused visual designer with 8 years of experience in shaping cohesive visual systems for premium retail and lifestyle sectors. Adept at translating brand positioning into compelling physical and digital touchpoints, from luxury packaging to environmental graphics. Known for a refined aesthetic and strong visual judgment, with a proven track record of managing complex projects independently while collaborating effectively with cross-functional teams and external vendors.

## EDUCATION

2014–2018  
**BA (Hons) Scheme in Fashion and Textile (Fashion Design)**  
Hong Kong Polytechnic University

2017  
**Academic Exchange Study in New York**  
Fashion Institute of Technology

## SKILLS

### Design & Visual

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro)
- AI-assisted visual ideation & concept development
- Brand visual systems & consistency
- Packaging, print & retail touchpoints
- Environmental graphics & spatial visual systems

### Professional

- Vendor coordination & production follow-up
- Cross-functional collaboration
- Maintaining visual consistency for multi-brand portfolios

## PROFESSIONAL EXPERIENCE

### Tessellation Brand & Retailing Limited

(Menswear brands: DETERMINANT, PYE)

Content Designer | 2024 . 09 – 2026 . 04

- Developed and maintained brand visual guidelines, ensuring consistent brand expression across all touchpoints.
- Led visual direction for campaigns, packaging, and retail environments, including the comprehensive graphic system and in-store communications for the DETERMINANT Queensway store.
- Supported concept development through AI-assisted visual exploration while maintaining brand integrity and consistency.
- Collaborated with internal teams and external vendors to ensure design execution aligned with brand standards.

### Les Lunes à Deux Limited

(A premium boutique brand under Hang Heung Cake Shop)

Graphic Designer | 2022 . 07 – 2024 . 07

- Sole in-house designer responsible for end-to-end brand visuals across packaging, social media, and physical touchpoints, including the conceptualization and setup of premium pop-up stores.
- Defined and implemented the brand's visual language, ensuring a cohesive and premium aesthetic across all customer-facing touchpoints.
- Worked closely with marketing and management to translate brand direction into refined visual outcomes for product launches.
- Produced luxury-focused marketing materials with strong attention to detail, craftsmanship and brand storytelling.

### Lai Sun Dining Limited

(Fine Dining Restaurants: China Tang, 8½ Otto e Mezzo BOMBANA, Beefbar etc.)

Graphic Designer | 2020 . 11 – 2022 . 07

- Designed branding and marketing materials for across more than 20 restaurant brands within the group.
- Developed packaging, logos and campaign visuals aligned with brand positioning and guidelines.
- Collaborated with cross-functional teams to deliver creative solutions for events and promotional campaigns.

### FORMIA Airline Supplies Limited

(Airline partners: American Airlines, EVA AIR etc.; Brand collaborations: Lalique, ETRO etc.)

Junior Designer | 2019 . 05 – 2020 . 11

- Designed airline amenity kits and skincare packaging aligned with premium brand standards.
- Art-directed product photography and created presentation materials for client proposals.

### Coltex Furnishing Limited

(Under Coil Interior Material Supplier Co., Ltd.)

Designer Assistant | 2018 . 07 – 2019 . 04

- Assisted in creating advertising layouts and furnishing textile designs for hotel clients.