



W I N S O M E Y E U N G

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PROFILE SUMMARY

Creative, results-driven content designer specializing in branding, luxury-focused design, and visual storytelling. Proficient in leveraging tools like MidJourney AI and photography to craft engaging digital and print content. Passionate about delivering innovative, high-quality visuals that capture brand sophistication.

EDUCATION

BA (Hons) Scheme in Fashion and Textile (Fashion Design) | 2014 - 2018
Hong Kong Polytechnic University | GPA: 3.44

Academic Exchange Study (New York) | 2017
Fashion Institute of Technology | GPA: 3.70

SKILLS

TECHNICAL SKILLS

DESIGN TOOLS

Adobe Creative Suite
(Photoshop, Illustrator, InDesign, Premiere)

AI TOOLS

MidJourney for concept generation

PHOTOGRAPHY

Food, product and in-house photography

OTHER TOOLS

Microsoft Office (PowerPoint, Word, Excel)

SOFT SKILLS

- Collaborative work with cross-functional teams
- Vendor and project management
- Attention to detail and ability to multitask
- Adaptable in fast-paced environments

EXPERIENCE

2024 / 09 – Present

CONTENT DESIGNER

Tessellation Brand and Retailing Limited
(Men's shirts brands: DETERMINANT and PYE)

- Created branding elements and visual guidelines for DETERMINANT and PYE.
- Designed visuals for campaigns, trade fairs, packaging, and window displays.
- Utilized AI tools like MidJourney to generate innovative concepts.
- Collaborated with vendors and teams to maintain cohesive brand identity.

2022 / 07 – 2024 / 07

GRAPHIC DESIGNER

Les Lunes à Deux Limited

- Led brand visuals for packaging, social media, and premium marketing campaigns.
- Produced luxury marketing materials, maintaining a polished aesthetic aligned with the brand's identity.
- Worked closely with marketing teams to deliver high-quality, visually compelling assets for campaign launches.

2020 / 11 – 2022 / 07

GRAPHIC DESIGNER

Lai Sun Dining Limited

- Designed marketing materials for over 20 high-end dining brands, focusing on sophisticated and appealing visuals.
- Created packaging and logo design, ensuring consistency with luxury brand guidelines.
- Collaborated with teams to deliver creative solutions for events and campaigns.

2019 / 05 – 2020 / 09

JUNIOR DESIGNER

FORMIA Airline Supplies Limited

- Designed amenity kits and skincare products for airline clients, ensuring alignment with premium brand standards.
- Conducted product photography and created visually engaging presentations for clients.

2018 / 06 – 2019 / 04

DESIGNER ASSISTANT

Coltex Furnishing Limited

- Created advertising layouts and furnishing textile designs for premium hotel clients.