



WINSOME YEUNG

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www.winsomeyeung.com (portfolio)

PROFILE SUMMARY

Brand-focused content designer with extensive experience in luxury, lifestyle and retail brands. Strong in shaping cohesive visual systems across branding, packaging, campaigns and print touchpoints. Known for a refined aesthetic, clear visual judgment and the ability to translate brand positioning into consistent, high-quality outcomes. Experienced in working independently as well as collaborating with cross-functional teams and external vendors in in-house environments.

EDUCATION

2014–2018

BA (Hons) Scheme in Fashion and Textile (Fashion Design)

Hong Kong Polytechnic University | *GPA: 3.44*

2017

Academic Exchange Study in New York

Fashion Institute of Technology | *GPA: 3.70*

SKILLS

Design & Visual

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

Professional

- Vendor coordination & production follow-up
- Cross-functional collaboration
- In-house brand design experience

PROFESSIONAL EXPERIENCE

Tessellation Brand & Retailing Limited

Content Designer | 2024 . 09 – Present

Menswear brands: DETERMINANT, PYE (premium Hong Kong heritage label)

- Developed and maintained brand visual guidelines, ensuring consistent brand expression across all touchpoints.
- Led visual direction for campaigns, packaging, trade fairs and retail displays, providing aesthetic input and refinement.
- 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

Graphic Designer | 2022 . 07 – 2024 . 07

- Sole in-house designer responsible for end-to-end brand visuals across packaging, social media, marketing campaigns and print materials.
- Defined and executed 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

Graphic Designer | 2020 . 11 – 2022 . 07

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

- Designed branding and marketing materials for over 20 premium dining brands, ensuring consistency across multiple brand identities.
- 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

Junior Designer | 2019 . 05 – 2020 . 09

Airline partners: American Airlines, EVA AIR; Brand collaborations: Lalique, ETRO

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

Coltex Furnishing Limited

Designer Assistant | 2018 . 06 – 2019 . 04

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