

# Hoi Man Mak

## Visual Designer

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### EDUCATION

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#### **Savannah College of Art & Design B.F.A**

Graphic Design, minor in Advertising

Sept 2014 – March 2019

### SKILLS

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Visual design

Wireframing

Prototyping

User flows

Journey mapping

Concept sketches

Animation

#### **Software**

Adobe Creative Suite

Sketch Prototyping

Figma

InVision Studio

Taxi for Email

#### **Languages**

Cantonese, Mandarin, English

### ACHIEVEMENTS

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**D&AD New Blood Award 2019** / Yellow Pencil

**SCAD Secession Award 2019** / Design Finalist

**SCAD Academic Honors Scholarship**

**Dean's List SCAD 2016 – 2019**

**P&G Design Competition 2015**

Won first prize in redesigning women's sanitary pad for the Chinese market.

### EXPERIENCE

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#### **Digital Designer Ansira (formerly BrightWave)**

Sept 2019 – Present / Atlanta

Worked with creative directors, copywriters and developers to create branding materials and digital marketing campaigns.

Lead designer for Cracker Barrel, American Home Shield and Cinch.

Other clients include: Marcus by Goldman Sachs, Chick-fil-A, Synovus, On the Border Mexican Grill & Cantina.

#### **Visual Designer GreenSky Administrative Service**

May 2019 – Sept 2019 / Atlanta

Redesigned external visual materials for new software application and assisted with video filming production.

Collaborated with the UX design team to create wireframes and product prototypes; developed internal training materials.

#### **Design Intern Kobo Design Ltd**

June 2018 – Aug 2018 / Hong Kong

Initiated various rebranding projects, logos, print production materials, and packaging design for the Asian market.

#### **Design Intern Asia Week Hong Kong AWHK**

June 2017 – Sept 2017 / Hong Kong

Created the website user interface design, print advertisements and promotional materials; assisted with the Dutch Hong Kong outdoor events for AWHK.

#### **Exhibition Assistant Sotheby's**

Autumn Sales, Spring Sales, Mid Season Sales 2016 / Hong Kong

Communicated with clients and provided information about the artist's work; assisted in setting up and closing exhibitions.

#### **Freelance Work Samaritan Befrienders Hong Kong**

June 2016 / Hong Kong