

Iris Cheng

Multimedia / Graphic / UI/UX Designer



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SUMMARY

Graphic and multimedia designer with 6+ years of experience transforming complex ideas into clear, scalable visual systems. Skilled in brand-led campaigns, UI layouts, digital assets and internal corporate communications. Previously supported enterprise clients such as HSBC, Hang Seng Bank and EDUHK, delivering consistent visual standards across multiple stakeholders. Strong at self-direction, cross-team collaboration and delivering fast-turnaround creative under changing requirements. Familiar with Web3 fundamentals and emerging digital design trends.

INTEREST & DOMAIN

- Corporate communication design
- Digital asset execution and layout
- Infographics and internal training visuals
- UI layout and prototype
- Video editing for internal communication
- Cross-team coordination
- Deadline-driven project delivery

TECHNICAL SKILLS



Seedream, MidJourney, ChatGPT, Canva, JIRA, Trello,
Wix, Google, Workspace, Microsoft 365

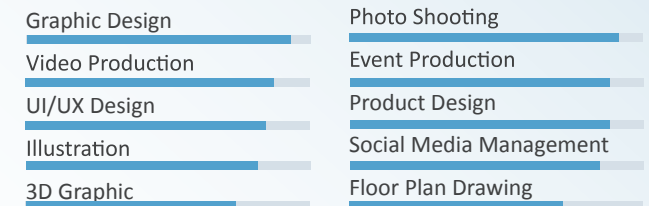
EDUCATION

UNIVERSITY OF LINCOLN Student Exchange Program 2018
Exhibition Design

HONG KONG DESIGN INSTITUTE Graduated in 2018
Product / Interior and Exhibition Design

JOCKEY CLUB TI-I COLLEGE Graduated in 2016
Secondary Education

EXPERTISE



PROFESSIONAL EXPERIENCE

TOTAL LOYALTY COMPANY

Graphic Designer
Dec 2024 - Jan 2026

- Create branding assets, campaign visuals, and promotional materials for corporate wellness programs
- Support major clients including HSBC, People Bank, Hang Seng Bank, and EDUHK with tailored design solutions
- Collaborate with cross-functional teams to enhance employee engagement and wellness initiatives
- Manage end-to-end design workflows, ensuring consistency, quality, and timely delivery
- Provide independent design support for daily operations and large-scale corporate campaigns

SINO DYNAMIC SOLUTION LTD

Multimedia / Graphic Designer
Aug 2021 - Nov 2024

- Converted product features and flows into UI layouts and visual representations to support TNG Wallet onboarding
- Produced campaign visuals, product assets and short promotional videos across social and digital channels
- Contributed visual direction during planning and iterated designs based on stakeholder feedback
- Developed explainer visuals and information assets to improve user comprehension and adoption
- Implemented asset organization standards to support future development cycles

HONG KONG ECONOMIC TIMES

Graphic Designer
Dec 2020 - Aug 2021

- Produced digital news visuals and infographics for web and app platforms
- Structured complex information into concise visual modules for editorial use
- Delivered high-volume outputs under strict deadlines while maintaining consistency
- Worked within established design systems and editorial guidelines

CARITAS HONG KONG

Multimedia / Graphic Designer
Aug - Dec 2020

- Created visual materials for community programs, exhibitions and public events
- Translated initiative objectives into accessible visual formats for targeted audiences
- Supported onsite execution and asset preparation

DIGI FARM / SUNRISE HEALTH CARE / SKINVITA

Freelance Designer
Sep 2019 - Aug 2020

- Delivered layouts, website visuals and promotional assets under defined brand directions.
- Edited videos and static assets for digital platforms.
- Followed production specifications and vendor requirements.