

Iris Cheng

Multimedia / Graphic / UI/UX Designer



ABOUT ME

With six years of experience in graphic and multimedia design, I've worked with leading organizations such as **Hong Kong Economic Times**, **Caritas Hong Kong**, and currently Total Loyalty Company — supporting major clients like **HSBC**, **People Bank**, **Hang Seng Bank**, and **EDUHK**. I lead UI, branding, and campaign design that enhance corporate wellness and employee engagement.

Driven by creativity and problem-solving, I'm now preparing for my next step in 2026 — seeking a role where I can merge design with technology and bring fresh value to an innovative team.

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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

Graphic Design	Photo Shooting
Video Production	Event Production
UI/UX Design	Product Design
Illustration	Social Media Management
3D Graphic	Floor Plan Drawing

PROFESSIONAL EXPERIENCE

TOTAL LOYALTY COMPANY

Graphic Designer
Dec 2024 - Jan 2026

- Lead designer for UI/UX, application layout, and digital interface projects
- 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

- Supporting UI/UX and programmer team for Application optimisation on TNG Wallet
- Create e-commerce advertising and promotions material for the company's social media
- Create advertising and promotional materials for events, such as flyers, posters and video production
- Communicate and assist the marketing team in developing creative ads for TNG Wallet clients
- Provide creative suggestions and innovative ideas for incoming projects
- Creative content, graphics, video/photo shooting

HONG KONG ECONOMIC TIMES

Graphic Designer
Dec 2020 - Aug 2021

- Handle high-quality graphic design for the online team, design layouts
- Handle high-quality graphics of each news coverage for application and website
- Work closely with reporters and the editorial team on news coverage posts
- Provide graphics according to instructions and submit them within tight schedules
- Communicate and assist the marketing team in developing creative ads for Skypost clients

CARITAS HONG KONG

Multimedia / Graphic Designer
Aug - Dec 2020

- Graphic artwork, consequent images, illustration, photo and video editing and media materials
- Develop creative graphics, photo shooting, and social media advertising
- Brainstorm initiatives to support campaign project creative delivery
- Work with social workers in the design and development campaign
- Help organize and attend local events and exhibition
- Typesetting and output printing, follow-up and production output process

DIGI FARM / SUNRISE HEALTH CARE / SKINVITA

Freelance Designer
Sep 2019 - Aug 2020

- 2D illustration artwork including website layout design, banner and icon logo
- Responsible for typesetting and output printing, follow-up and production output process
- Perform artwork design, including leaflets, posters, booth, backdrop, booklet and banners
- Develop graphics such as animation, and e-Posters for social media
- Manage and edit content on digital platforms (Company website, Social media Facebook and Instagram) to increase overall engagement
- Contribute to the video production process from concept, storyboard, shooting to editing