

Iris Cheng

Multimedia / Graphic / UI/UX Designer



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SUMMARY

Multimedia Designer with 6+ years of experience across video production, photography, graphic design and digital content for financial services, fintech, corporate and beauty brands. Experienced in taking projects from brief interpretation and storyboarding through shooting support, editing, motion graphics, image retouching and cross-platform delivery. Previously supported HSBC, Hang Seng Bank, People Bank and EDUHK, and developed digital product communications for TNG Wallet. Currently working at mtm labo, producing premium campaign, social media and web content. Strong in brand-sensitive execution, stakeholder collaboration, multi-project delivery and creative asset management, with proficiency in Adobe Creative Suite, Figma and AI-assisted visual production.

- **Design:** Brand identity, campaign key visuals, social media layouts, corporate event materials, internal communications.
- **Digital & UI:** UI layouts and wireframes, simple UX flow visualisation, basic 3D graphics, motion graphics and short-form video.
- **Corporate & event:** Corporate wellness and employee engagement program branding, event visual themes, stage and venue graphics.
- **Strengths:** Independent project ownership, cross-team collaboration, multi-project time management, clear communication with non-design stakeholders.

Expected Salary HKD 30,000/month, 13-month package preferred

TECHNICAL SKILLS



AI-Powered Creative Tools

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

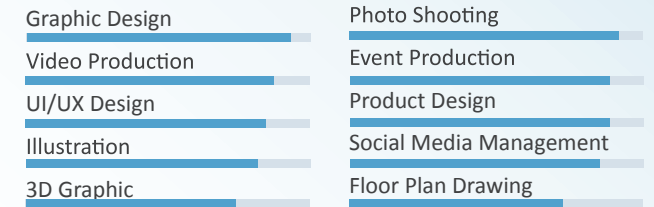
EDUCATION

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

MTM LABO

Multimedia Designer
Jan 2026 - Present

- Produce integrated visual assets across digital and print platforms, including campaign visuals, social media materials, EDM layouts and promotional collaterals, ensuring alignment with brand standards.
- Collaborate closely with marketing and cross-functional teams to translate business objectives into effective visual communication.
- Support regional asset preparation and distribution to overseas markets to maintain brand consistency across platforms.
- Manage artwork revisions, version control and production-ready files under tight timelines.
- Utilize AI tools to generate visual concepts and imagery.

TOTAL LOYALTY COMPANY

Graphic Designer
Dec 2024 - Jan 2026

- Served as the main in-house designer, handling nearly all visual needs for the company, including brand, marketing and event design.
- Developed cohesive visual systems for corporate wellness and employee engagement programmes, covering key visuals, digital assets, printed materials, backdrops and event collaterals.
- Partnered directly with major clients (HSBC, People Bank, Hang Seng Bank, EDUHK) to interpret briefs, align with brand guidelines and deliver on schedule.
- Managed the full design workflow from briefing and concepts to final artwork and production handover, often juggling multiple campaigns and events in parallel.

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

CARITAS HONG KONG

Multimedia / Graphic Designer
Aug - Dec 2020

DIGI FARM / SUNRISE HEALTH CARE / SKINVITA

Freelance Designer
Sep 2019 - Aug 2020