




Wong Pui Lam

UI/UX & Multimedia Designer

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Education

2018 to 2020 **The Hong Kong Polytechnic University**
BA (Hons) in Interactive Media

2016 to 2018 **The Hong Kong Polytechnic University**
HD in Multimedia Design and Technology

Experience

12/2020 to present **St. James' Settlement**
Multimedia Designer
Gained Facebook post likes up to 1.2k & video view up to 49.4k without promotion. Designed website, social media content, video production & marketing strategies for 3 departments.

08/2018 to present **SRACP Mercury III**
Multimedia Designer (Part Time)
Gained 6330+ followers on Instagram in 4 years. Designed social media content, video production, rebranding & digital marketing.

03/2017 to 11/2020 **Freelancer**
Multimedia & UI/UX Designer
Designed interactive walls for HKUST(GZ)'s Campus. // User experience design for Hotel Icon Tomorrow's Guestroom. // Newspaper Design for Tuengather.

Honors

01/2021 **PolyU School of Design**
Outstanding Student Award
BA in Interactive Media

04/2019 **Kai Chong Tong Scholarship**

10/2018 **PolyU School of Design**
Outstanding Student Award
HD in Multimedia Design and Technology

Profile

I'm Lily. I'm passionate about UI/UX design. My manifesto is "Make things simple and effective.". User experience is always my concern.

I believe a good designer needs to keep herself up to trend. Therefore, I self-learn 3D modelling & python.

Languages

Cantonese	English
Native	Fluent

Mandarin
Proficient

Skills

Interaction	Visual
User Research	Graphic Design
Wireframing	Typography
Prototyping	Branding
User Testing	Video Production
Digital Marketing	Motion Graphics
HTML/ CSS	

Software
Adobe Creative Suite
Final Cut Pro
Origami Studio
Blender
Sketch
Arduino
Spark AR Studio

Certificate

University of Michigan
Python Basics
2022