gel007@gmail.com | +852 9732 2979 | www.angel-hoiyinglee.com

### **EXPERIENCE**

### Freelance Designer | January 2022 - Present

- Managing and supporting regional localizations of artworks, digital graphic content, website and UI (Mainland China, Hong Kong, Taiwan & Macau) for Apple Inc.
- Expertise in iOS, MacOS, and watchOS design standards and frameworks
- Providing training for client's new resources

## Hogarth Worldwide (HK) Limited | April 2018 - December 2021 Screen Team Lead

- Managing and supporting regional localizations of artworks, digital graphic content, website and UI (Mainland China, Hong Kong, Taiwan & Macau) for Apple Inc.
- Manage a Screen Team of graphic content localization experts
- Coordinate and manage multiple projects and workstreams, consistently meeting deadlines
- Responsible for all artworks quality control and technical checks
- Expertise in iOS, MacOS, and watchOS design standards and frameworks
- Managing and training new Screen Team members

# JUO Limited | April 2016 - March 2018 Screen Specialists

- Managing and supporting regional localizations of artworks, digital graphic content, website and UI (Mainland China, Hong Kong, Taiwan & Macau) for Apple Inc.
- Edit, retouch, and color-correct product images for advertising and placement on clients' websites
- Managing and training new Screen Team members

### Hahaha Limited | April 2014 - March 2016 Screen Specialists

- Managing and supporting regional localizations of artworks, digital graphic content, website and UI (Mainland China, Hong Kong, Taiwan & Macau) for Apple Inc.
- Retouching of photos, logo design, leaflet design, and layout design

### **EDUCATION**

### Xccelerate | August 2022 - February 2023

Full-Stack UX Design Immersive Course

## Middlesex University, London, Hong Kong | 2007-2009

(A top up degree course offered by HKU SPACE)

Bachelor of Arts in Graphic Design

### HKU SPACE Community College | 2004-2007

Higher Diploma in Visual Communication

### **TECHNICAL SKILL**

Figma, Adobe XD, Adobe Photoshop, Illustrator, InDesign, After Effect, macOS Operation, MS Office

#### **DESIGN SKILL**

UI/UX Design, User Research, Visual and Graphic Design, Localization, Photo Retouch, Typography, Branding and Identity, Editorial Design, Photography, Illustration

### **LANGUAGES**

Cantonese (Native)

English (Good command of spoken and written English)

Mandarin (Fluent)

### **AVAILABILITY DATE**