



Education

- 2015 - 16 Parsons Paris School of Art and Design, Paris
MFA Design and Technology (*Paris mobility program*)
- 2014 - 16 Parsons School of Design, New York
MFA Design and Technology
GPA: 3.90 - First Class Honours
- 2008 - 11 University of the Arts London
Wimbledon College of Art, London
BA Set Design for Stage and Screen
Upper Second Class Honours

Achievement

- 2019 **Art Installation of *Haiijai***, Wonderfruit Festival, Pattaya
- 2015 **Demonstration of *dat-art***, NYC Media Lab Annual Summit, New York
- 2015 **University Merit Award**, Parsons School of Design, New York
- 2014 **The Most Bulltiful Team Prize**, Red Bull Radical Design Jam @ Parsons, New York
- 2010 **Optical Illusion** (zine), Permanent collection of Wimbledon College of Art Library, London
- 2009 **Multimedia assistant**, Diesel:U:Music World Tour, London
- 2008 **Wimbledon Foundation Drawing Prize**, Wimbledon College of Art, London
- 2007 **Brooke Art Prize**, Headington School of Oxford, Oxford

Projects as seen/mentioned on

- Sunday Report (星期日檔案), Hong Kong
- South China Morning Post, Hong Kong
- Hashtag Legend, Hong Kong
- Tatler Hong Kong, Hong Kong
- Sassy Hong Kong, Hong Kong
- Lifestyle Asia Hong Kong, Hong Kong

Organisation

Committee member of Western and Central District Youth Development Network

Work Experience

Jun 18 - present **Creative Director and Founder** of *ceekayello Limited*, Hong Kong

- To conceive and implement creative concepts, guidelines and strategies in various art projects and overseeing them in completion.
- To set out the art project scope and deliverables by estimating workload and/or resource requirements to attain the objectives or complete requests for changes and implement issue resolution processes.
- To organise and coordinate the various activities and resources required in the asset creation process and budget management.

Mar 18 - present **Project Manager and Exhibition Designer** of *Vita Green Health Products Co. Ltd*, Hong Kong

- Project management for their experience centre in the aspects of concept design, art direction and implementation.
- To curate content and navigation flow for their upcoming experience centre and to provide multimedia and interactive solutions to enhance the visitor experience.

Dec 16 - Feb 18 **Manager (Art Projects and Digital Solutions)** of *3812 Gallery*, Hong Kong

- Project, artist and artwork management for commercial projects such as MGM Cotai Art Collection Project, MGM Macau Project, and to offer curatorial concept, artist liaison and artwork management that includes reproduction, framing, logistics, insurance and installation.
- To provide digital solutions to the gallery daily operations and exhibition designs, which involves application of creative technology.
- To establish and design UX and UI solutions of the gallery app for internal use.
- To establish, manage and design layouts and contents of social media accounts such as Instagram, Facebook, LinkedIn and Google+.
- To maintain daily operations and visual elements of the gallery to a professional standard.

Sept 15 - Dec 15 **Academic Technology Assistant** of *Parsons Paris*, Paris

Mar 15 - Dec 15 **New Media Gallery Intern** of *Fondation Galerie Lafayette*, Paris

- Ranging from assisting guest lectures, facilitating workshop's communication tools to propose new ways of curating the website's content.
- To experiment and facilitate with technical and digital devices at Fondation Galerie Lafayette on 3D printing, website and Riso printing.
- To prototype and code the HTML and CSS of the responsive New Year website of Fondation Galerie Lafayette.

Dec 13 - Jul 14 **Artist Assistant** of *Order and Chaos Ltd.*, London

- To assist the artist, Henry Hudson, with preparations and development of his work.
- To explore and experiment more drawing methods with the use of plasticine as medium.

Oct 11 - Feb 13 **Visual Merchandising Coordinator** of *Cartier (Richemont Asia-Pacific Ltd.)*, Hong Kong

- To understand, identify and implement global visual strategic plan and imply it to local markets based on market characteristics and needs accordingly.
- Be a valuable member to assist global and local projects and events across functional specifications.
- Work closely with HQ, local retail and marketing team on the forecast consensus, to secure sufficient display props stock level within budget and fulfil business needs.
- Analyse and manage the display props stock budget and closely monitor props stock level, ensuring cost effective and efficient delivery. Participate to the strategic visual allocation plan with local departments to enhance company strategic plans.
- Manage and support the new launch of novelties, communicate the product knowledge to better use with display props to maximize the best visual result.
- To maintain visual quality in sustaining company's professional and luxurious image and service.