



Lucia Ho Wing Ki

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A. Hong Kong & Toronto

## EXPERIENCE

(10+ years)

Estée Lauder Asia Pacific Limited | July 2017 - Present

Jan 2022- Present | Assistant Creative Manager  
Jul - Nov 2024 | Creative Director Maternity Cover  
Jul - Dec 2021 | Senior Designer

Responsible for APAC studio content creation with internal and external creative team, creative direction, manage timeline, create briefing templates, process and project management.

Nov 2019 - Jun 2021 | Design & Marketing, ELC Assignment

May 2020 - June 2021: Product Marketing Executive, Estee Lauder APAC  
Nov 2019 - April 2020: Digital Designer

Jul 2017 - Oct 2019 | Designer, Visual Merchandising, MAC APAC

Responsible for launching the first MAC cosmetics specialty multi channels in 9+ countries. Retailers include Sephora, Eve and Boy, Mecca, Olive and Young and more.

The Peninsula Hotels, Peninsula Merchandising Limited | July 2014 - June 2017

Jan 2017 - Jun 2017 | Graphic Designer  
Jul 2014 - Dec 2016 | Junior Graphic Designer

Responsible for Hong Kong and overseas stores' visual merchandising and create seasonal theme along with related packaging and marketing materials. Committee of brand evolution working group.

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## EDUCATION

Savannah College of Art and Design (SCAD Hong Kong)

- Bachelor of Fine Art, Graphic Design (Major Curriculum GPA: 3.9)  
School Dean's List (SCAD, 2010 - 2014)  
Self-financing Post-secondary Scholarship (2014)  
Artistic Honors Scholarship, (SCAD, 2010 - 2014)  
Student Opportunity Scholarship (SCAD, 2010 - 2014)

Glow Makeup Academy

- Certificate in Make up and Hairstyling Skills (QF Level 2)
- Certificate in Bridal Makeup and Hairstyling Skills (QF Level 3)
- Certificate in Fashion Makeup and Special Effects Makeup Skills (QF Level 3)  
Training Qualifications UK

Meta

- Meta Certified Digital Marketing Associate

Informatics Education Ltd.

- Project Management Professional (PMP)

Coursea

- Introduction to Psychology
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## SKILLS

Design: Art Direction, Visual merchandising, corporate identity, publication, package design, print, production, book binding, 3D rendering

Software: Proficient in InDesign, Illustrator, Photoshop, SketchUp, MS Office  
Basic in ArtiosCAD, Acrobat, Spark AR, Premiere Pro

Language: Fluent in English and Cantonese. Basic in Mandarin.