

PROFESSIONAL
SUMMARY

Creative Lead with 10+ years of experience driving integrated brand campaigns across luxury hospitality and global consumer markets. Proven track record leading multi-country creative rollouts internationally, managing cross-functional teams and end-to-end production. Experienced in creative direction, operations, retail environments, packaging development, and omni-channel campaign execution. Toronto-based and open to hybrid or remote opportunities.

EXPERIENCE

Estée Lauder Asia Pacific Limited | July 2017 - Present

Jan 2022- Present | Assistant Creative Manager, Corporate

Jul - Nov 2024 | Creative Director Maternity Cover, Corporate

Jul - Dec 2021 | Senior Designer, Corporate

Nov 2019 - Jun 2021 | Design & Marketing, Estee Lauder APAC

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

- Led regional creative studio supporting 9+ APAC markets across retail, digital, and omni-channel campaign assets
- Managed and supported team of 6+ designers, photographers, videographers, and external vendors
- Directed 50+ seasonal campaign rollouts across retail, e-commerce, and in-store
- Implemented structured briefing frameworks and optimized production workflows, reducing turnaround time by 15%
- Negotiated vendor contracts and consolidated production packages, reducing production costs by 10% and improving budget efficiency
- Oversaw visual merchandising and campaign asset production from concept through final execution across multiple international markets

The Peninsula Hotels | July 2014 - June 2017

Jul 2014 - Jun 2017 | Graphic Designer

- Contributed to brand evolution initiatives, refining long-term visual identity strategy
 - Developed 20+ seasonal global retail campaigns, including packaging systems, marketing materials, window displays concepts
 - Collaborated cross-functionally with operations, procurement, and external vendors to ensure cohesive brand storytelling across physical and digital touchpoints
 - Supported international retail rollouts across luxury hospitality environments
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SKILLS

Core Competencies

Creative Direction | Retail & Visual Merchandising | Packaging Development | Campaign Rollout | Creative Operations | Vendor Management | Cross-Functional Leadership

Technical Skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Firefly) | Figma | SketchUp | Premiere Pro | Canva | MS Office

Language

Fluent in English and Cantonese. Basic in Mandarin.

EDUCATION &
CERTIFICATES

Savannah College Of Art And Design | Bachelor of Fine Art, Graphic Design

- Project Management Professional (PMP)
- Meta Certified Digital Marketing Associate
- Meta Social Media Marketing Specialization
- Certificate in Make up and Hairstyling Skills, Bridal Makeup and Hairstyling Skills, Fashion Makeup and Special Effects Makeup Skills

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