



VANESSA (YUK-TAI) TSANG 曾旭娣小姐

PERSONAL PROFILE

Multi-talented Graphics and UX Website Designer with over 9 years experience in (Chinese bilingual) integrated digital and print design. I am a motivated graduate with a **BA (Hons) Design (Packaging)**. Passion for fresh, original designs has led to an impressive **portfolio** of projects. Dynamic team player with well-developed interpersonal skills. Proven collaborative skills in clients and stakeholders relations and negotiations. Creative creator with an emphasis on working in deadline-driven environments within budget requirements.

KEY SKILLS

- » 6 years experience in taking the lead on design projects using my knowledge in content design, creating prototypes, whilst conforming to the **W3C Web Accessibility Initiative (WAI)** within UX design.
- » 5 years of creative print design experience from working within agencies and client-side environments.
- » Significant experience in organising a busy workload with sometimes conflicting priorities under challenging time lines.
- » Close attention to detail and sound typographic skills used in my integrated design work to provide clients with quality services.
- » Experienced in **WordPress**, HTML, CSS and Adobe CS6 Dreamweaver. Proficient in **Adobe CC InDesign**, Photoshop, Illustrator, XD, Apple Keynote, MS Word, Excel and PowerPoint. Efficient in Slack - team collaboration tool.
- » Languages include English, Cantonese Chinese and Hakka Chinese.

RELEVANT EMPLOYMENT HISTORY

Jan 2019 – Present | Law Design & Print | Graphics and UX/UI Designer | Full-time and Permanent

Creating design and artwork of various types of Chinese Take Away and restaurant menus in Adobe CS InDesign/Photoshop. UX/UI design work include user research, flow diagrams, prototypes using Adobe CC XD, Photoshop, HTML5/CSS3 and WordPress.

Jan 2011 – Present | Middleweight Freelance Graphics and UX Website Designer

Delivering branding, digital and print solutions to meet client's requirements using Adobe CC packages including the creation of responsive websites using my UX (user experience) design skills. Clients and jobs include:

- » **China West Midlands 2020**: UX Designer. Providing user-centered design for client's responsive site such as research, creating sitemap, flow diagrams and prototypes using Adobe CC Photoshop, and XD. Creating web pages in WordPress. Created the project icons (in Adobe Illustrator) to represent the different projects, located on the last section of the [Project page](#).

Feb 2016 – Oct 2017 | West Midlands Police | Freelance Print and Digital Designer with Management

Successfully completed 5 Chinese bilingual print and digital design projects with the goals of crime prevention and reporting.

- » Successfully promoted the Active Citizens Chinese community event through an innovative and integrated marketing campaign. Created **branding**, **leaflets**, **responsive website** and **social media graphics** which resulted in a successful police initiative that enabled the local Chinese community to report crimes to the police with confidence. As a result, the police force and the community bridged a pre-existing gap in communication resulting in increased trust, collaboration and a reduction in crime.
- » As the events manager, I managed freelancers, sponsors, budgets and schedules to ensure a successful Active Citizens event.
- » Created the design layouts and print ready artwork of the **8 Chinese Front Office Leaflets** using Adobe CS InDesign that were used by the Chinese community, resulting in the WMP identifying different types of crimes affecting the community.

Dec 2016 – Feb 2017 | Becca Li – Reiki Practitioner | Freelance Digital and Print Designer

Developed a successful innovative marketing campaign with effective creative solutions that promoted client's new Reiki business.

- » Created bespoke **image creation**, **branding** and **business card** design and **Facebook graphics** for client using various Adobe CS packages including Adobe Photoshop and Illustrator.
- » Since the implementation of the marketing and design campaign, my client has achieved exponential sales and profit increases in her Reiki healing practice. Client has received consistent positive feedbacks on her new corporate branding design.

Mar 2016 – Apr 2016 | British Chinese Project | Freelance Print Graphics Designer

Completed a successful large-scale print design job that promoted the Chinese Arts and Calligraphy exhibition event.

- » Used Adobe CS Illustrator to design and artwork 6 (Chinese bilingual) large format **exhibition boards** that had educated the visitors of the history of Chinese Arts and Calligraphy. This job included a complex **image creation** job using Adobe CS Illustrator.
- » Liaised with printers to produce top quality large format printouts on suitable stock to be placed onto exhibition boards.

Nov 2015 – Feb 2016 | Chinese Festival Committee B'ham | Freelance Responsive Web and Print Designer

Created a successful large-scale Chinese bilingual integrated marketing campaign that promoted the 2016 Chinese New Year Celebrations and attracted more than 3,000 visitors from all over the UK and internationally.

- » Completed several Chinese bilingual print and digital marketing materials. I used Adobe CS Illustrator to create both the

[magazine advertisement](#) that was used in the What's On Birmingham magazine and the [website banner](#) design that was used in the Old Rep Theatre website. The mobile responsive [website design job](#) using WordPress included an [image creation job](#) created using Adobe CS Illustrator.

» Worked within the marketing team, presented my work at marketing meetings, encouraged and incorporated feedbacks.

Sep 2012 – Dec 2013 | Crossroads – Opening Doors for Carers | Freelance Website Designer

Successfully worked with senior web developer and marketed the services that my client offers to carers with the creation of a new and comprehensive website using organic SEO techniques, Adobe CS Illustrator (prototypes) and Plone CMS.

Nov 2011 – Aug 2015 | Chinese Community Centre – Birmingham | Freelance Website and Print designer

Successfully completed over 10 design jobs to promote services, activities and events offered by this Chinese community centre.

» Monthly maintenance of clients website using XHTML 1.0 Strict, CSS, Adobe CS Photoshop, FireFTP. This included site backups and site testing. Provided Chinese bilingual graphic design services including a video presentations using Apple Keynote.

Feb 2012 – Dec 2013: Simius Web | Website Coordinator and Website Designer

Successfully completed 3 website jobs that focused on high end design website accessibility and usability conforming with the W3C Web Accessibility Initiative (WAI) - Website Content Accessibility Guidelines (WCAG) using HTML 1.0 Strict.

» [Chinese Community Centre - Birmingham](#): website design project: the coordination of this large-scale job included quality assurance from start to completion. This job included training staff at the centre to enable them to maintain their new website, on basic level using XHTML, GIMP (image editor), CoffeeCup (HTML editor) and Mozilla FireFTP. Interpreted Google analytics during marketing meetings to support client with their business and marketing development.

» [Stephen Hunter Fine Furniture](#): wide-scale manual website updates using XHTML 1.0 strict, Adobe Dreamweaver and Adobe CS Photoshop. Work was done to a very high standard and to strict guidelines in accordance with the W3C standards. Reflected all the website updates on the client's Pinterest account and created new pins and boards.

Jan 2011 and Feb 2011 | Immediate Media Co | Freelance Designer

Worked with a team of editors and successfully created pages and spreads of the monthly BBC [Countryfile magazine](#).

» Created several design layouts and print-ready artwork jobs as well as image compositions for the magazine using Adobe CS InDesign and Photoshop. I undertook a product photography shoot using professional photographic studio and equipment.

Jun 2008 – Mar 2010 | Superior | Middleweight Artworker (agency)

Successfully completed several design layouts and print ready artwork jobs across multiple touch points ranging from point of sale (POS) to restaurant menus and [Molton Brown invitations](#) using Adobe CS InDesign, Photoshop and Illustrator.

May 2007 – Mar 2008 | Userview | Middleweight Creative Artworker (client-side)

Successfully completed several high-end product user guides. This includes layout designs and print ready artwork in the form of booklets and broadsheets such as the [Britax Visio Pushchair user guides](#) and the [Dulux PaintPod & Spare Parts user guides](#).

PROFESSIONAL TRAINING AND EDUCATION

- » Member of [Pluralsight](#) to keep up with new developments and trends within marketing, design and technology.
- » Fast-track to JavaScript 101 Rookie: [Academy Class training provider](#), Manchester | 17 to 19 June 2013.
- » Fast-track to HTML5 & CSS3 | [Academy Class training provider](#), Manchester | 11 to 13 April 2013.
- » Intermediate Adobe InDesign: [Systematix Ltd](#), Reading | 17 to 18 April 2007.
- » Intermediate Adobe CS Photoshop | [Hoxton Bibliotech](#), London | 9 to 11 September 2002.
- » Oct 2011 – Jan 2012 | [The Open University](#) | T183 - Design and the Web | Pass | Areas covered: site design and accessibility.
- » 1999 – 2000 | [University of Plymouth](#) at Somerset College of Arts and Technology | BA (Hons) Design (Packaging) | Areas covered: packaging and branding, advertising, corporate identity, website design and art history.
- » 1997 – 1999 | [University of Plymouth](#) at Somerset College of Arts and Technology | BTEC HND Graphic Design | Merit | Areas covered: typography, photography, illustration, communication design and art history.
- » 1995 – 1997 | [Plymouth College of Art and Design](#) | BTEC ND Graphic Design | Merit | Areas covered graphic design, art history and business studies.
- » 1990 – 1995 | [Tamarside Community College](#), Plymouth | 9 GCSE's: e.g Maths, English, Science | grades incl. B's and C's.

ACHIEVEMENTS, HOBBIES AND INTERESTS

- » Awarded first prize in the [BT Wholesale](#) 'BIP Awareness Day' poster design competition. My posters were used in all the BT Wholesale departments in UK.
- » Awarded certificate by Worksafe Training Systems for the completion of the Basic Life Support training programme (First Aid).
- » Passionate in working in partnership with the police to reduce crime on the local Chinese community. Since February 2016 I have been a (Chinese) Key Individual Network liaison for the [West Midlands Police](#) working to raise any concerns that the community have to the police and key messages from the force to this community.
- » I enjoy swimming, playing tennis, outdoors running, hiking and cycling to keep myself active and healthy.

REFERENCES References available on request.