

VICO CHOW

MULTIMEDIA & BRAND DESIGNER

CONTACT

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EXPERTISE

- Brand Identity
- Campaign Design
- Motion Graphics
- Video Production
- Digital Design
- Environmental Graphics
- AI-assisted Creative Workflow

TOOLS

-  **Ae**
After Effects
-  **Pr**
Premiere Pro
-  **Ps**
Photoshop
-  **Ai**
Illustrator
-  **Id**
InDesign
-  **Au**
Audition
-  **Cinema 4D**
-  **Figma**
-  **Unreal Engine 5**

LANGUAGES

- Cantonese

Native
- Chinese (Putonghua)

Native / Level II, Grade B
- English

IELTS 6.5 (Intermediate)

Portfolio available at www.vicohkdesign.com

PROFILE

Multimedia & Brand Designer experienced in leading integrated brand campaigns and multidisciplinary creative projects from concept through to production. Skilled across brand identity, campaign design, motion, digital, print and environmental graphics, with a strong focus on building cohesive visual experiences across multiple touchpoints.



EXPERIENCE

- NOV 2024 – SEP 2025

Multimedia Designer
Hong Kong Education City
 - Produced video and digital content for educational and promotional campaigns across online platforms.
 - Managed filming and post-production for events, interviews and branded content.
 - Developed visual assets and illustrated content to support digital communication and audience engagement.
- DEC 2022 – AUG 2024

Multimedia Designer
Po Leung Kuk Mrs. Ma Kam Ming-Cheung Fook Sien College
 - Led the end-to-end visual identity and integrated campaign for the college's 25th anniversary, spanning brand identity, environmental graphics, merchandise, print, motion and video.
 - Owned the design and delivery of large-scale installations, wayfinding systems, event backdrops and campaign materials across a year-long programme.
 - Worked with internal stakeholders and production teams to develop concepts through to final artwork and on-site delivery.
 - Produced and directed promotional films, motion graphics and event content across major anniversary activities.
- JUL 2022 – NOV 2022

Multimedia Designer
LABS Group
 - Developed brand identity and digital assets across social media, motion and online platforms.
 - Designed UI/UX concepts and visual systems for digital products.
 - Created brand extensions including NFT concepts, mascot design and campaign assets.
- JAN 2021 – OCT 2021

Interactive Game Designer (Intern)
PICO Projects (International) Limited
 - Designed concepts, characters and game assets.
 - Developed interactive game prototypes and production materials.
- JUL 2020 – AUG 2020

Graphic Image Designer (Intern)
Government Youth Website
 - Designed web banners, graphics and promotional materials.
 - Supported visual content production for online campaigns.

EDUCATION

- SEP 2025 - AUG 2026

University College London
MA Digital Media Production
- SEP 2021 - AUG 2022

Coventry University
BA (Hons) Media - First Class Honours
- SEP 2019 - AUG 2021

Hong Kong Design Institute
Higher Diploma in Transmedia