

VICO CHOW

MULTIMEDIA & BRAND DESIGNER

CONTACT

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EXPERTISE

- Brand Identity
- Campaign Design
- Motion Graphics
- Video Production
- 3D Design
- Environmental Graphics

TOOLS

-  After Effects
-  Premiere Pro
-  Photoshop
-  Illustrator
-  InDesign
-  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 with 2+ years of professional experience in branding, campaign design and multimedia production. Skilled in creating cohesive visual experiences across print, motion, digital and environmental touchpoints. Passionate about solving problems through design and delivering impactful work that connects brands and people.



EXPERIENCE

- NOV 2024 – SEP 2025

Multimedia Designer
Hong Kong Education City
 - Produced and edited videos for promotional and educational content.
 - Filmed on-site events and interviews.
 - Designed comic-style graphics and visual materials for digital platforms.
- DEC 2022 – AUG 2024

Multimedia Designer
Po Leung Kuk Mrs. Ma Kam Ming-Cheung Fook Sien College
 - Led the visual identity and integrated campaign for the 25th anniversary, including logo, mascots, environmental graphics, merchandise, and print.
 - Designed large-scale installations, wayfinding systems and event backdrops.
 - Produced event films, motion graphics and promotional materials.
 - Managed filming, editing and production of school projects.
- JUL 2022 – NOV 2022

Multimedia Designer
LABS Group
 - Designed social media content and motion graphics.
 - Created UI/UX designs for digital platforms.
 - Developed company rebranding, NFT products and mascot design.
- JJAN 2021 – OCT 2021

Interactive Game Designer (Intern)
PICO Projects (International) Limited
 - Designed concepts, characters and game assets.
 - Developed interactive game prototypes and production materials.
- JJAN 2021 – OCT 2021

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: Productionn
- SEP 2021 - AUG 2022

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

Hong Kong Design Institute
Higher Diploma in Transmedia