



## EDDIE KA-KEONG CHAK

UX/VISUAL DESIGNER

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HONG KONG  
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MACAU  
+853 6286 8129

### SKILLSET

#### Conceptual

Web Design, UX/UI  
Branding, Package Design  
Motion Graphics  
Publication, Photography  
Typography, Layout  
Prototyping

#### Practical

Illustrator, Photoshop, InDesign  
Dreamweaver, Sketch, Flinto  
Adobe XD, InVision  
Premiere, After Effect, Audition  
Cinema 4D, Lightroom

#### Technical

CSS, HTML5, PHP  
jQuery, JavaScript  
Bootstrap

#### Physical

Screen Printing  
Film Processing  
Photo Finishing  
Photo Retouching

### LANGUAGE

Cantonese  
English  
Mandarin

### EDUCATION

#### California College of the Arts

San Francisco, CA  
2013 — 2016

Studied in the BFA Graphic Design program, and graduated with Distinction.

#### De Anza College

Cupertino, CA  
2011 — 2013

Majored in Graphic Design/Interactive Design in a 2-year transfer program.

### EXPERIENCE

#### HSBC

Hong Kong

#### UX/UI Designer

July 2018 — Present

Working cross-functionally in Retail Banking and Wealth Management APAC team to design a variety of HSBC wealth investment products to engage customers with seamless digital experience for daily financial needs; to assist developing UI toolkits for digital product use.

#### Gap Inc.

San Francisco, CA

#### Graphic Web Designer

September 2016 — November 2017

Created a variety of web-based UX/UI design, visual assets and production design projects; worked cross-functionally to build and maintain Old Navy International Online for US, Mexico, Japan, and Worldwide Franchises to provide a wide range of online shopping experiences.

#### Jr. Graphic Web, and Production Designer

August 2015 — October 2015

#### Graphic Web Design Intern

June 2015 — August 2015

#### Adobe Systems Inc.

New York, NY  
June 2016 — September 2016

#### Visual Design Intern

Participated in the Adobe Design team to improve the visual interface and user experience (UX/UI) for Adobe Audience Manager, one of the software in the Marketing Cloud.

#### Freelance Designer

SF Bay Area, Hong Kong, Macau  
September 2008 — Present

Designing branding identities, print, web, and promotional materials for a wide range of clients.

### RECOGNITION

#### Awards & Appearances

##### Adobe Design Achievement Awards

International  
July 2016

Selected as Semifinalist for "Social Impact" and "Commercial – Packaging Design".

##### 9th Macau Design Biennial

Macau  
June 2014

Selected as Semifinalist of "Visual Design in Student Group" by the Macau Designers Association and guest panels.

##### La Voz Weekly

Cupertino, CA  
January 2013 — March 2013

Nominated and selected by De Anza College campus newspaper. Work for exhibition: *War & Healing* published in the art section.

#### Scholarships

##### Scholarship Program for Artistic and Cultural Studies

Macau  
September 2014 — May 2016

A scholarship program established by Cultural Affairs Bureau of Macau SAR Government.

#### Exhibits

##### Senior Show 2016: SPRUNG

Astro Studios, San Francisco, CA

##### TPP Exhibition – Fall 2015

CCA Campus, San Francisco, CA

##### "Interface Show" by Interaction Design

Tecoah Brue Gallery, Oakland CA

##### "Beyond The Lable" Packaging Exhibition

CCA Campus, San Francisco, CA

##### Graphic Design L3R Exhibition

Campus Center Galleries, San Francisco, CA

##### International Student Exhibition 2014

College Avenue Gallery, Oakland, CA

##### WTF Did You Do 2 Exhibition

Campus Center Galleries, San Francisco, CA

##### "War & Healing" Exhibition

Euphrat Museum of Art, Cupertino, CA