

Christine Yin-Yan Shum

www.yinyan.design

hello@yinyan.design

669-899-1302

Brand Identity Systems

Visual Designs

Campaigns

Work Experience

I'm a skilled creative and management professional with over 15 years' experience in APAC and possessive of a balanced mix of strong business acumen and innovativeness for developing riveting brand designs and related strategies.

Founder and creative director, Chill Creative Company (Hong Kong) (October 2010 – April 2022)

- Established and maintained a continual, mutually beneficial business relationship with global clients from various industries.
- Collaborated with cross-functional teams to create design solutions that played a key part in achieving business goals.
- Hired and managed internal and external multidisciplinary design teams.
- Implemented efficient workflows with efficacious tools that produced consistent and captivating designs.
- Researched insights, led ideation processes, offered constructive feedback, and oversaw projects.
- Presented designs and campaign ideas, all well received, to C-level executives.

Education

Master's degree in Design and Design Strategies (2017)

The Hong Kong Polytechnic
University - Design School

Bachelor of Fine Arts degree with a major in Graphic Design (2005)

San Jose State University,
San Jose, CA

Languages

Proficient in English,
Mandarin, and Cantonese.

Key Accounts and Achievements

Generali Group

- ♦ Built **visual assets**, including print, digital and videos, for functional teams. The product-launch video I developed attracted over 120,000 hits in two weeks.
- ♦ Created the brand mascot and illustrations in my role as brand ambassador for the B2C market. Raised brand recognition on social media by 200%.
- ♦ Designed event branding for a Million Dollar Round Table (MDRT) event with over 6,000 participants across eight Asian regions.
- ♦ Developed presentations for senior executives, which were instrumental in establishing a partnership with the largest virtual bank in Hong Kong.

Fresenius Medical Care

- ♦ Created style guides for marketing **campaign style guides** and tailored toolkits for use in various APAC regions.
- ♦ Conceptualized marketing driven and **human centric campaign**
- ♦ Developed an **internal brand campaign** for APAC intranet launch.

Elastic

- ♦ Created cultural referenced **illustration** for social media content.

Award-winning projects

- ♦ **UCNow**: Visual identity for SaaS company
- ♦ **Buzzer**: Visual identity for the IT concierge service
- ♦ **Zetogene**: Visual identity for DNA testing tools

Communication design lecturer, Coventry University (September 2018 – June 2021)

- Designed teaching materials and provided mentorship to students, led the first student in school to win the **D&AD New Blood Yellow Pencil Award** in 2021.
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Visual designer at various agencies (2005 – 2010)