



# SERENE LEE

Graphic Designer | Artist

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Canadian (Hong Kong) • DOB: 27 Aug 2005

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## PROFESSIONAL SUMMARY

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Graphic designer and fine arts student with experience across branding, social media, and cross-platform marketing in both independent and corporate environments. Skilled in translating concepts into visually engaging outcomes, from digital campaigns to printed materials. Particularly interested in storytelling through design, with a strong sensitivity to composition, colour, and audience engagement.

## EXPERIENCE

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### Creative Graphic Design Intern

May – Jul 2025

*HeaKu Life Sciences (JPN) Limited, Guangzhou / Remote*

- Designed promotional materials for e-commerce and social media platforms, including posters, banners, and product visuals tailored for Chinese digital platforms such as Douyin.
- Assisted in planning and setting up livestream environments for product promotion, including lighting, camera framing, and visual presentation.
- Collaborated with marketing and operations teams to develop campaign visuals aligned with brand identity.
- Gained hands-on experience in China's livestream-driven marketing ecosystem and high-volume content production workflows.

### Remote Creative Graphic Designer

Feb 2021 – Jan 2025

*HeaKu Life Sciences (JPN) Limited, Tokyo, Japan*

- Produced marketing assets including brochures, flyers, posters, and digital advertisements.
- Developed branding materials, illustrations, and motion graphics for social media platforms.
- Ensured visual consistency across campaigns while adapting designs for different audiences and platforms.
- Collaborated remotely with cross-functional teams across regions.

### Pet Sitter, Self-Employed

Mar 2024 – Present

*Singapore*

- Built and maintained client relationships through reliable and attentive service.
- Managed scheduling, billing, and customer communication independently.
- Promoted services through word-of-mouth and basic marketing strategies.

### Art Tutor, Self-Employed

Jun 2022 – Feb 2023

*Hong Kong*

- Planned and delivered structured lessons in drawing and painting fundamentals.
- Tailored teaching approaches to individual student needs, fostering creativity and confidence.
- Managed client communication, scheduling, and payments independently.

### Graphic Design Club

Sep 2020 – Jun 2022

*Christian Alliance International School, Hong Kong*

- Led mural projects from concept to execution across school spaces.
- Designed posters, newsletters, and event branding as part of a collaborative team.
- Took on leadership roles in campaign design and visual direction.

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## EDUCATION

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**Bachelor of Fine Arts**

Lasalle College of the Arts, Singapore

*Expected May 2026*

**Alberta Diploma**

Christian Alliance International School, Hong Kong

*June 2023*

**S K I L L S**

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**Design & Creative:** Adobe Photoshop, Illustrator, InDesign, After Effects, Lightroom

**Specialties:** Illustration, Digital Painting, Branding & Visual Identity, Layout & Editorial Design, Packaging Design, Social Media & Marketing Graphics

**Technical & Tools:** Microsoft Office (Excel, Word, PowerPoint), Google Suite (Docs, Slides)

**L A N G U A G E S**

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**English** — Native

**Chinese (Cantonese)** — Bilingual

**Chinese (Mandarin)** — Conversational

**Japanese** — Beginner