



PORTFOLIO

LI CHUN KIT

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GRAPHIC DESIGNER

 9727 6875

 lichunkit62@outlook.com

 <https://www.lichunkit62.com/>

EDUCATION

C01 School of Visual Art

Diploma
in Commercial Design
2016 - 2018

Hong Kong Design Institute

Higher Diploma
in Creative Media
2012 - 2014

SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Adobe Premiere Pro
Adobe Express
HTML5
CSS
Midjourney

LANGUAGE

Chinese (Native)
English (Fluent)

PROFILE

With ten years of design experience, familiar with both online and offline design work, possesses strong design instincts and excellent communication and collaboration skills.

WORK EXPERIENCE

BUYANDSHIP Limited

2024 - Present
Assistant Design and Marketing Manager

2023 - 2024
Senior Design and Marketing Officer

2022 - 2023
Design and Marketing Officer

An international logistics and e-commerce company, primarily responsible for online and offline promotional design, communicate design concepts and working hours with the marketing team.

- Online: eDM / Campaign Banner / Google and Facebook Ads / Website CMS
- Offline: Billboard / Leaflet / Poster

Educational Publishing House Limited

2021 - 2022
Website Designer

2014 - 2021
Assistant Website Designer

A textbook publisher for primary and secondary schools, assisted in designing online promotional materials and website updates.

- Online: eDM / Banner / Motion Graphic / HTML5 / CSS

AI DESIGN



VISUAL EXPERIMENTS



01

Leveraged AI tools to design diverse, eye-catching visuals, from characters to commercial scenes.

ENTEN

2月20日至3月26日 日本代購

享0%手續費

Buyandship

*優惠受條款及細則約束

2023 美國獨立日 INDEPENDENCE DAY 優惠合集

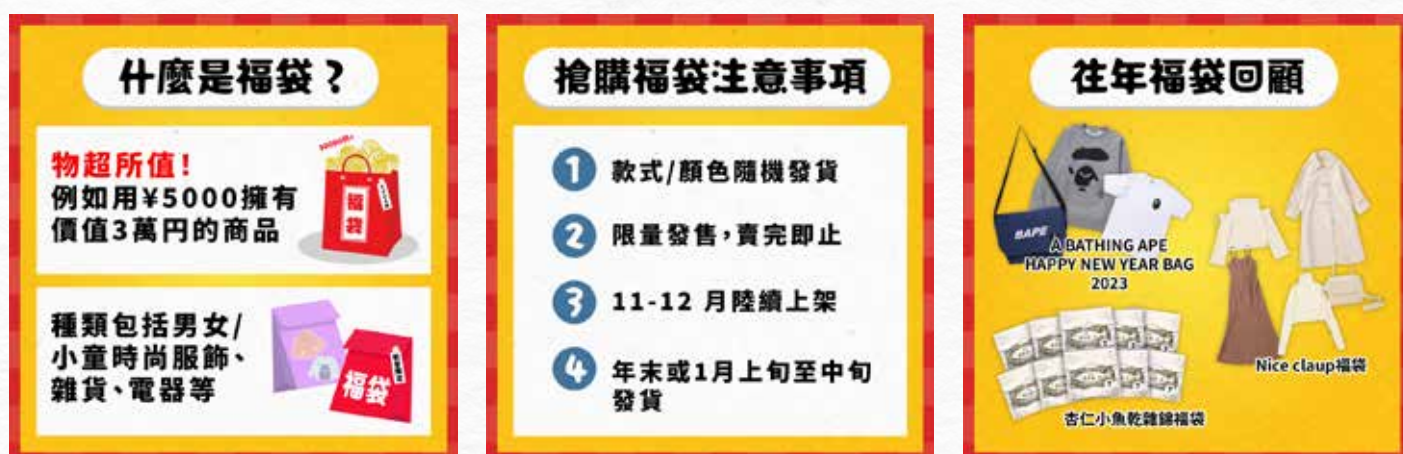
REI, Calvin Klein, Walmart, Apple, amsonite, Backcountry

13/1 - 27/1 推坑入谷 送分樂 賺高達\$30運費積分!

LUCKY BAG CAMPAIGN



CAMPAIGN BANNER



FACEBOOK IMAGE



EMAIL FOOTER



02

Designed a series of online promotional materials that blend traditional Japanese elements with lucky bag graphics, utilizing visual layers and color contrasts to attract the target audience.

EDM

BLACK FRIDAY CAMPAIGN



CAMPAIGN BANNER



FACEBOOK IMAGE

Created promotional materials with strong thematic colors, focusing on color contrast and layout design to enhance consumer engagement.

03



BLACK FRIDAY
網購懶人包
2022

必買單品

優惠盤點

Buyandship



BLACK FRIDAY 2022

每磅

\$24起

幫你將歐美折扣季貨
轉運到港

 約450個自提點

 全面貨件保障

Buyandship

FB AD



BLACK FRIDAY
備戰天書
2022

全年最狂網購日

① 鎖定重要日子及時間

全年最強優惠活動來了! 感恩節、黑色星期五及Cyber Monday一直是海外傳統購物旺季, 各大品牌皆會推出全年最低折扣, 是我們血拼的好時機~ 緊記以下時間表和備戰攻略, 才能準時出手搶好貨!

感恩節 Thanksgiving	黑色星期五 Black Friday	網絡星期一 Cyber Monday
24/11 (星期四)	25/11 (星期五)	28/11 (星期一)
本地時間下午4點	本地時間下午4點	本地時間下午4點

搶購攻略

- 賽前必要準備**
 - ☒ 預先註冊心水網站帳號, 填好海外倉庫地址
 - ☒ 預先安裝Google翻譯插件、開通VPN等工具
- 鎖定必搶產品**
 - ☒ 查清心儀商品成份, 避開禁運產品
 - ☒ 預先將產品加入心願清單或購物車
- 摸清理想價位**
 - ☒ 多平台對比價格, 並留意各網站免運門檻或優惠碼
 - ☒ 安裝Keepa插件, 輕鬆比較Amazon商品歷史價格
- 增加付款選項**
 - ☒ 準備曾成功購物的信用卡及適當加大其簽賬額
 - ☒ 預先申請Paypal賬戶或持有多張有效信用卡備用

想知更多搶購技巧?

更多備戰天書詳情 

EDM

PARTNERSHIP



Collaborated with well-known local and international brands, including HSBC, WEWA, Rakuten, and TCGPlayer, to host engaging events that enhance brand recognition and visual impact.

OFFLINE



BILLBOARD

05

Developed a clear and concise advertisement using bold color contrasts and clear typography to emphasize the message “同一份糧 買得更多” attracting passersby.



LOCKER DESIGN

06

Designed a promotion project for 30 smart lockers across Hong Kong, utilizing the company's brand colors and graphic design to effectively convey key services.



COU1 MAA1 LOGO & NAME CARD



07

Created a logo that integrates Chinese and English elements, simplifying small strokes to enhance brand recognition and overall aesthetics.

MUSIC FESTIVAL DESIGN



08

Designed a series of promotional materials for the music festival, including CDs, gift boxes, tickets, and booklets, using musical instrument elements and lines to create a dynamic and lively festival atmosphere.