

Wing Ka(Pika), Pau.

Multidisciplinary Designer and Visual Storyteller

(Brand Design / Graphic Design / Visual Design / Project Manager)

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[Linkedin Profile](#)

Auburn, WA, United States

Professional Summary.

Highly accomplished Senior Designer with a unique blend of artistic creativity and strategic project management expertise. A visual storyteller adept at translating concepts into captivating designs. Proven leadership in guiding multidisciplinary teams to deliver exceptional results. Experienced in brand design, visual storytelling, UI/UX design, and project management. Known for cultivating strong client relationships, achieving project goals, and fostering a collaborative work culture. Fluent in English, Cantonese, and Mandarin.

Experience.

Senior Designer | Woodruff Sawyer, San Francisco, CA

March 2023 - Present

Key Contributions:

Collaborate with the Design Director to spearhead the strategic development of the design system, design library, and comprehensive brand guidelines.

Expertise Development:

- Coordinate cross-functional efforts to elevate the proficiency of the design team, ensuring alignment with industry best practices and emerging design trends.
- Play a pivotal role in refining and expanding the design system, providing a robust framework for consistent and impactful visual communication.

Visual Storytelling and Brand Alignment:

- Lead initiatives to showcase, build, and consistently maintain compelling visual storytelling that seamlessly aligns with the company's overarching branding and design objectives.
- Ensure that all design outputs reinforce the brand narrative, fostering a cohesive and memorable visual identity across various touchpoints.

Results:

- Contribute to the evolution of the design team's capabilities, resulting in heightened design quality, increased efficiency, and strengthened brand presence.
- Successfully integrate visual storytelling elements that resonate with the target audience, enhancing brand recognition and engagement.

Art Director | Chill Creative Co. Ltd., Hong Kong

July 2014 - December 2022

Art Direction and Project Management:

- Spearheaded creative direction and seamlessly integrated project management responsibilities, leading a dynamic 2 to 5-member design team.
- Directed a diverse range of creative projects, including branding, marketing campaigns, environmental design, and UX/UI design, ensuring excellence in design and adherence to project timelines, budgets, and client deliverables.

Design Skills.

Problem Solving

Communication & Collaboration

Creative Thinking

Research & Analysis

Leadership & Management

Digital Tool Skills.

Adobe Creative Suite, Figma,

InVision, Sketch, Wordpress,

Canva, Webflow, Elementor,

Google Analytics, HTML, Content

Management System

Awards.

UCNow: Visual identity for SaaS company (2018)

Buzzer: Visual identity for the IT concierge service (2017)

Zetogene: Visual identity for DNA testing tools (2015)

The Transnational Education Student Awards Reception 2012 - Winner

Languages.

English (Fluent)

Cantonese (Fluent)

Mandarin (Fluent)

Client Relationship Building and Business Growth:

- Cultivated robust client relationships, instrumental in driving an impressive 35% average annual sales growth over the past decade.
- Expanded the global client portfolio across diverse industries, managing key accounts for notable clients such as Generali Group (Insurance), Fresenius Medical Care (Health & Medical), Dupont (Chemical), Telstra (Technology), Holiday Inn (Hospitality), and Lee Kum Kee (FMCG).

Effective Project Management and Goal Achievement:

- Implemented and executed highly effective project management strategies, consistently achieving 100% of project goals and deadlines.
- Wore dual hats as Art Director and Project Manager, ensuring seamless project delivery, client satisfaction, and substantial business growth.

Leadership and Skill Development:

- Provided visionary leadership and mentorship to multidisciplinary designers, fostering collaboration and skill development.
- Achieved a 50% reduction in design errors and a 20% improvement in design quality, resulting in heightened overall project success and elevated client satisfaction.

Results:

- Instrumental in driving both creative excellence and business growth, contributing significantly to the company's success over the years.

Senior Graphic Designer | Mattel Ltd., Hong Kong

October 2013 - July 2014

Responsibilities:

- Developed packaging artwork, maintaining brand consistency.
- Provided art direction for packaging photoshoots.
- Coordinated with headquarters and vendors to resolve packaging issues.
- Supervised high-quality toy fair samples preparation.
- Assisted in setting up the Hong Kong Showroom.

Design Manager | Pauldesign Ltd., Hong Kong

March 2011 - July 2013

Responsibilities:

- Reported to the CEO, managed a team of 8 in branding, exhibition, and interactive projects.
- Executed end-to-end visual design stages, ensuring high-quality deliverables.
- Established creative strategies, budgets, and schedules aligning with client expectations and business goals.
- Implemented a standardized design delivery system, enhancing project efficiency.
- Led and mentored a multi-disciplinary team, fostering professional growth and skill development.

Education.

University of Sunderland, United Kingdom — BA (Hons) Graphic Design (1st)

June 2012

I obtained a First Class Honors Bachelor's Degree in Graphic Design from the University of Sunderland, where I gained valuable knowledge and skills in visual communication, design principles, typography, and digital media.

Certificate.

Google UX Design Certificate | [Case Study 1](#) | [Case Study 2](#)

I have successfully completed the Google UX Design Certificate, equipping me with expertise in user experience design methodologies, user research, wireframing, prototyping, and usability testing.

Testimonials.

Review by **Yin Yan Shum** (Current and former supervisor)



5 of 5 stars

Design Director at Woodruff Sawyer and Creative Director at Chill Creative Co. Ltd.

Unique Strength - **Organized**

My working relationship with Wing Ka started way back in Hong Kong when she was the art director in my brand agency for almost 10 years. When I started in Woodruff Sawyer, I immediately seek for her help on my rebranding project. Her can do attitude always find the best solution for clients, from technical to creative side. She is a great team player and communicate very well at all levels from vendors, clients to internal team members. As an art director, she managed a team of 5 designers and organized the work flow to ensure all projects have highest quality and deliver in timely manner. As senior designer at woodruff sawyer, she gate keep all the brand assets developments to ensure these are consistent and scalable. Wing Ka is unique as she has both left and right brain attributes, from a creative idea to a detailed execution plan, Wing Ka managed it from end to end.

Review by **Joyce So** (Former client)



5 of 5 stars

Director, Digital Strategy and Marketing Services Delivery, Global Corporate Communications at Fresenius Medical Care

Unique Strength - **Creative**

Wing Ka is a powerhouse in creativity, responsiveness, and reliability. Wing Ka is all-rounded on creative work, from concept development, graphic design, interactive elements, animation, videos, branding to website design. Wing Ka is hands-on as well as strategic. Collaborating with Wing Ka has been fantastic over the years. Whether the project was technical-oriented or customer-oriented, Wing Ka handled it adeptly, asking the right questions and offering brilliant ideas. Her keenness to learn and consistently delivering top-notch work has solidified her as a trusted and favored collaboration partner.

Review by **Terence Fan** (Former working partner)



5 of 5 stars

Senior Software Developer at INDZZ Group

Unique Strength - **Collaborative**

Wing Ka is a very talented designer and excellent team player. She possess outstanding design skills. When I worked with her, she always delivered design artifacts with great quality. Beyond her remarkable design capabilities, she also demonstrated great communication skills, fostering seamless coordination among clients and teammates throughout project execution.