

Angel Lee

Senior Designer | Branding | Social Media

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PROFILE

Strategic Senior Brand Designer with 5+ years of experience leading cross-functional creative campaigns. Specializes in building scalable design systems, visual governance, and high-performance 2D motion content. Proven track record of translating audience insights into cohesive brand narratives that drive engagement across all digital touchpoints.

EXPERIENCE

Self-employed / Independent | London, UK

Aug 2025 - Present

Freelance Brand & Motion Designer

- **Build comprehensive visual systems and campaign templates** for independent businesses, keeping execution agile while protecting brand consistency across digital channels.
- **Manage end-to-end production pipelines** under tight deadlines, directing visual narrative, storyboarding, video editing, and 2D animation from brief to final delivery.
- **Integrate generative AI tools (Midjourney)** to accelerate early-stage ideation and concept development, maintaining final craft excellence within Adobe CC and Figma.

Havas Media | Hong Kong

Dec 2022 - Aug 2025

Senior Designer (Promoted), Jan 2024 - Aug 2025 | Digital Designer, Dec 2022 - Dec 2023

- **Executed high-profile global campaigns** for wellness, sports, and tech accounts including **Lululemon, Hong Kong Football Club, Olympics 2024, and Alibaba AI**, doubling client growth over two years.
- **Spearheaded an award-winning rebranding initiative** for a premium sports event that drove a **70% surge in audience interactions**, securing the **Global Social Media Awards 2025**.
- **Eliminated cross-channel brand fragmentation** by designing scalable guidelines and campaign toolkits, accelerating delivery times and improving brand governance across client teams.
- **Elevated team-wide creative output** by mentoring freelance designers, managing concurrent workstreams, and enforcing strict creative QA on all motion and layout assets prior to final delivery.

Memoriki Limited | Hong Kong

Jul 2021 - Nov 2022

Animator

- **Designed high-converting social creatives and motion assets** for a major mobile gaming title, directly contributing to a **4.4-star store rating and propelling the app to #20 on the iOS App Store charts**.
- **Partnered with UX/UI designers and engineers to optimize game usability**, co-developing intuitive interfaces and responsive layouts that measurably enhanced player retention and experience.
- **Engineered an agile production workflow** for storyboarding and asset delivery, streamlining cross-functional handoffs and reducing asset turnaround times under compressed marketing schedules.

CORE SKILLS

Design & Motion: Visual Identity Systems, Brand Guidelines, Design Systems, Motion Design, 2D Animation, Kinetic Typography, Storyboarding, Video Editing, UI/UX Collaboration.

Strategy & Campaign: Integrated Campaigns, Paid & Organic Social, Digital Advertising, Performance Creative, Art Direction, Creative QA, Stakeholder Management.

Tools & AI: After Effects, Premiere Pro, Illustrator, Photoshop, InDesign, Figma, Framer, Midjourney, Google Nano Banana 2, Adobe Firefly

EDUCATION

Hong Kong Metropolitan University | Hong Kong

BFA (Hons) Animation and Visual Effects (2:1) | 2017 - 2021

AWARDS AND RECOGNITION

- HKBU Academy of Film's Choice Special Mention, HKBU Global University Film Awards
- Hong Kong Next Generation Award, 23rd Digicon6 ASIA
- HKSAR Reaching Out Awards 2018/2019
- Silver Award for Volunteer Services

COMMUNITY AND INTERESTS

Volunteer member of the London Museum of Water and Steam. Interests include classical music, piano, cello, visual culture and film.