

FREEDOM LAI

GRAPHIC DESIGNER

TEL +852 6341-4274 E-MAIL free8rhyme@gmail.com

PORTFOLIO <https://www.freenity-fd.com/>



PROFILE SUMMARY

Creative and detail-oriented graphic designer with over 10 years of experience in branding, packaging, digital media, and visual communication. Skilled in managing end-to-end design processes and collaborating with cross-functional teams to deliver impactful visual solutions.



WORK EXPERIENCE

▶ GRAPHIC DESIGNER, Mega Combine Company Limited (MAR 2024 - OCT 2025)

Collaborated with marketing team to create social media content and promotional materials. Managed all design production including Animation, packaging, printing, web assets, and photography.

▶ FREELANCER, Freenity Design Limited (JUL 2022 - Present)

Delivered design solutions for clients across various industries. Specialized in social media content, Advertising and production.

▶ SENIOR GRAPHIC DESIGNER, D.A.C.K. Concept LTD. (MAR 2021 - JUL 2022)

Led creative direction for campaigns and ensured brand consistency. Oversaw production and Marketing dept communication.

▶ GRAPHIC DESIGNER, Good Fellas Plus (JUL 2016 - MAR 2020)

Design and manage merchandise projects for clients, including Facebook pages, EDM, POPs, lightboxes, and displays, ETC. Independently handle concept development and execution with the boss. Experienced in event hosting.

EARLIER EXPERIENCE

▶ GRAPHIC DESIGNER / DESIGNER ROLES, Various Companies (2012 - 2016)

Worked with brands including Vogue Station, Porda Havas, Hair Corner, ProBike Ltd., Stream One Ltd. Responsibilities included packaging design, promotional materials, corporate communications, and event visuals.

▶ OTHER ROLES & FREELANCE PROJECTS

Designer Assistant (Tao Heung), Sales Assistant (Wingon), Photographer (HKTDC), Volunteer Designer (Breakthrough)



SKILLS

DESIGN SOFTWARE

PHOTOSHOP ■■■■■ ILLUSTRATOR ■■■■■ INDESIGN ■■■■■ AFFTER EFFECT ■■■■■
PREMIERE ■■■■■ FLASH ■■■■■

KNOWLEDGE

PRINTING ■■■■■ ILLUSTRATION ■■■■■ ANIMATION / MG ■■■■■ PHOTOGRAPH ■■■■■
VIDEO ■■■■■ VIDEO EDITING ■■■■■ DRAWING ■■■■■ 3D ■■■■■
AI Tools ■■■■■ MS OFFICE ■■■■■

WEB & UI / UX

FIGMA ■■■■■ DREAMWEAVER ■■■■■ FTP ■■■■■ UI / UX ■■■■■

PLATFORMS

MACINTOSH ■■■■■ WINDOWS ■■■■■

LANGUAGE

CANTONESE ■■■■■ MANDARIN ■■■■■ ENGLISH ■■■■■ JAPANESE ■■■■■



EDUCATION

Hong Kong Institute of Vocational Education (2005 - 2009)

COURSE TITLE Photo Imaging and Visual Media Design ACHIEVEMENT Foundation Diploma



REFERENCES

SALARY REQUIREMENT \$20,000 - \$25,000 (Negotiable)

AVAILABILITY Immediate