

Hoi Man Mak

Visual Designer

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EDUCATION

Savannah College of Art & Design B.F.A

Graphic Design, minor in Advertising

Sept 2014 – March 2019

SKILLS

Visual design

Wireframing

Prototyping

User flows

Journey mapping

Concept sketches

Animation

Software

Adobe Creative Suite

Sketch Prototyping

Figma

InVision Studio

Taxi for Email

Languages

Cantonese, Mandarin, English

ACHIEVEMENTS

D&AD New Blood Award 2019 / Yellow Pencil

SCAD Secession Award 2019 / Design Finalist

SCAD Academic Honors Scholarship

Dean's List SCAD 2016 – 2019

SCAD X P&G (Procter & Gamble) Design Challenge Aug 2015 / First Prize

Generated innovative solutions for P&G feminine hygiene products to entice the future target customer segmentation of 2030

EXPERIENCE

Designer **AKQA, Inc**

Oct 2021 – Present / Atlanta

Designed guidelines for Delta Air Lines on both the app and responsive web pages for the eCommerce experience.

Digital Designer **Ansira (formerly BrightWave)**

Sept 2019 – Oct 2021 / Atlanta

Worked with creative directors, copywriters and developers to create branding materials and digital marketing campaigns.

Lead designer for Cracker Barrel, American Home Shield and Cinch.

Other clients include: Marcus by Goldman Sachs, Chick-fil-A, Synovus, On the Border Mexican Grill & Cantina.

Visual Designer **GreenSky Administrative Service**

May 2019 – Sept 2019 / Atlanta

Redesigned external visual materials for new software application and assisted with video filming production.

Collaborated with the UX design team to create wireframes and product prototypes; developed internal training materials.

Design Intern **Kobo Design Ltd**

June 2018 – Aug 2018 / Hong Kong

Initiated various rebranding projects, logos, print production materials, and packaging design for the Asian market.

Design Intern **Asia Week Hong Kong AWHK**

June 2017 – Sept 2017 / Hong Kong

Created the website user interface design, print advertisements and promotional materials; assisted with the Dutch Hong Kong outdoor events for AWHK.

Exhibition Assistant **Sotheby's**

Autumn Sales, Spring Sales, Mid Season Sales 2016 / Hong Kong

Communicated with clients and provided information about the artist's work; assisted in setting up and closing exhibitions.