

# CYNTHIA CHOI

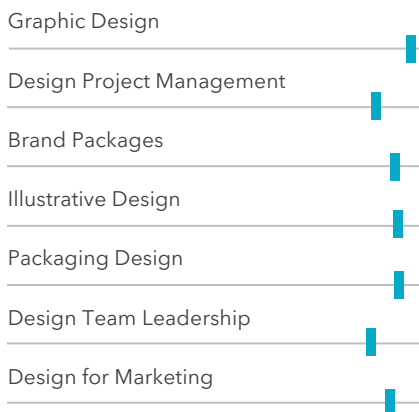
## GRAPHIC DESIGNER

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### PROFILE

Globally experienced Graphic Designer who draws on strong technical/creative skill to deliver a suite of graphic design solutions for internationally recognised brands. Part of the team to generate packaging designs for Marvel's Spider-man, Venom, Avengers Zombies, The Dark Knight, and Captain Marvel with Hot Toys. Has also worked on designs for Disney's Frozen, Winnie the Pooh, Wreck it Ralph and Star Wars. Has also worked on commissions and projects for HSBC, photo retouches for Marvel Avenger Action Toys. Skilled equally in digital graphic design and traditional illustrative media, who seeks to bring unique skills to progressive brands. Currently open to contract and offers in the UK or remotely online.

### EXPERTISE

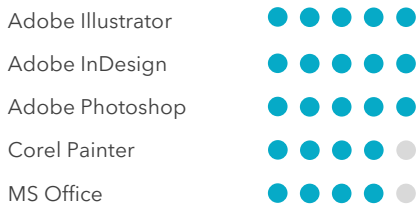


### EDUCATION

**BA (hons) Graphic Communication**  
Arts University Plymouth  
2022 - 2024

**Tertiary Art Programme**  
Hong Kong Illustration Art Institute  
2012 - 2014

### IT SKILLS



### LANGUAGES



### EXPERIENCE

#### Creative Designer

[All Jigsaw Puzzles · Part-time, Aug 2022 - Present](#)

- Responsible for designing custom puzzle packaging for clients, ensuring designs meet client requirements and brand image
- Create visually appealing designs that make packaging stand out both in-store and online markets
- Communicate with clients to understand their needs and provide creative design suggestions.
- Manage multiple puzzle packaging design projects to ensure timely delivery of high-quality designs

#### Graphic Designer

[Hot Toys Ltd \(Hong Kong\), Mar 2018 - Oct 2020](#)

- Designed high-end, luxury packaging designs for major brands worldwide
- Hands-on from initial brief to final design-off of graphic and product packaging designs
- Aligned design talents to the brand aesthetic and brand guidelines
- Applied skills in typography, packaging layout and marketing to generate designs
- Delivered final designs to production proofed standards for manufacture
- Extended support to advertising materials and social media designs

#### Graphic Designer

[Sing Tao News Ltd \(Hong Kong\), Nov 2014 - Oct 2020 \(Contracts\)](#)

- Formed a part of the project team with copywriters, photographers, printers, stylists, and illustrators to respond to account briefs and to deliver world-class graphic designs
- Contributed to brainstorming sessions that created the visual aesthetic of projects
- Specialised in graphic design for magazines, research reports, newsletters, corporate conferences, digital and print marketing
- Extended skills to support post-production editing and photograph retouching

#### Advertising Graphic Designer

[Sing Pao Daily News Ltd \(Hong Kong\), July 2013 - Nov 2014](#)

- Created on-brand content for daily social media content strategies
- Designed illustrative style graphics to create authentic looks for brand stories
- Developed designs for print, digital and display media
- Partnered with the Sales Team to create client-specific designs for key projects
- Collaborated with copywriters, designers, and stylists to create and deliver graphics for a series of marketing projects

### EARLIER CAREER

- Created interactive art lessons that inspired young minds to take up creative tasks, and drew on global art pedagogies to deliver a learning experience as an Art Teacher
- Consulted as a Sales & Marketing Executive to pitch market-leading products from tech solutions to music and DJ equipment
- Generated market research reports for POLLS International, and demonstrated robust analytics skills in handling global marketing data from a base in Taipei