

# KA HIN CHAN (ALVIN)

## Graphic Designer

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Highly self-motivated and goal-oriented design professional with a recent diploma in Advertising and Graphic Design, committed to a long-term career in the creative industry. Backed by over 10 years of experience in leadership, teamwork, problem-solving, and client service. Skilled in managing projects from concept to execution, building meaningful client relationships, and delivering thoughtful, visually compelling solutions.

## Education

### Advertising and Graphic Design

#### Diploma

Humber Polytechnic  
2024 – 2025

Recipient of the Academic Award of Excellence  
for highest cumulative GPA in the program

### Bachelor of Social Sciences (Major in Geography)(Hons.)

Hong Kong Baptist University  
2007 – 2010

## Skills and Accomplishments

- Recipient of the Academic Award of Excellence in the Advertising and Graphic Design program at Humber Polytechnic, recognizing top creative and academic performance
- Winner of the DAENA Scent Marketing client competition, with design chosen by the CEO and developed for real-world production
- In-depth experience applying graphic design principles to produce innovative and visually refined print and digital documents
- Completed diverse design projects including brand identities, magazines, transit ads, packaging, cookbooks, posters, app prototypes, and multi-page websites
- Proficient in Adobe Creative Suite, with advanced skills in InDesign, Illustrator, Photoshop, and After Effects
- Skilled in Figma and Webflow for UI design, wireframing, and prototyping
- Fluent in both Mac and Windows operating systems, with a fast learning curve for new tools and technologies

## Soft Skills

### Organizational

- Attention to Detail
- Strategic Planning
- Time Management

### Interpersonal

- Team Player
- Leadership Skills
- Active Listening

## Language

English - Fluent  
Cantonese - Native  
Mandarin - Fluent

## Work Experience

### Graphic Designer Intern / Betterment Asia Limited

February – April 2025

- Assisted in developing brand identity elements including logo, wordmark, and visual style guide for internal and client-facing materials.
- Created digital assets for social media, presentations, and recruitment decks.
- Created visually engaging promotional materials tailored to luxury retail and corporate hiring sectors, maintaining brand consistency.

### Client Service Lead / Wakevo Service Limited

2021 – 2023

- Built and maintained strong client relationships
- Contributed to brand identity initiatives
- Design seasonal promotion deliverables
- Coordinated client-coach communication
- Developed marketing campaigns like the Wakesurf Bootcamp during the summer session, boosting participation and revenue by 20%.

### Flight Purser / Hong Kong Dragon Airlines Limited

2017 – 2020

- Team leader in the cabin class
- Monitor the cabin crew overall performance
- Achieve the whole team in high teamwork spirit