

ASTER TSE

Graphic Designer · Motion Graphics

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PROFESSIONAL SUMMARY

Graphic Designer specializing in the intersection of cohesive brand identity systems and multi-dimensional 2D/3D visual assets. Proven track record of enhancing user engagement, including achieving a 60% increase in CTR at Teaoc.art. Award-nominated creator with works featured in 10+ national exhibitions, adept at translating complex concepts into high-impact visual stories using Adobe Creative Suite and Figma.

EDUCATION

Advanced Diploma in Advertising and Graphic Design

Humber College
2023 – 2025

Bachelor of Arts in Creative Media

City University of Hong Kong
2019 – 2023

TECHNICAL SKILLS

Design

Brand Identity, Layout Design, Typography, UI/UX (Wireframing/Prototyping), Advanced Photo Retouching, AI-Assisted Design (Firefly)

Software (Expert)

Adobe Creative Suite (Photoshop, After Effect, Illustrator, InDesign, Premiere Pro), Figma, Clip Studio Paint

Software (Proficient)

Blender, DaVinci Resolve, Final Cut Pro, Affinity, Canva

Motion & 3D

2D/3D Animation, Video Editing, Character Design

Languages

English, Mandarin, Cantonese

WORK EXPERIENCE

Production Associate (short-term)

Chewy Apparel

03/2026 – 05/2026 | Toronto

- **Design Feasibility & Translation:** Evaluated digital designs for production feasibility; advised creative teams on vector adjustments and material constraints to safeguard design intent.
- **Aesthetic Quality Assurance:** Directed QA during fabrication, auditing layout registration, typography alignment, and structural integrity to ensure physical outputs mirrored digital blueprints.

Graphic Design Intern

[Teaoc.art](https://teaoc.art) 🌐

02/2025 – 06/2025

- **Visual Strategy:** Executed high-fidelity designs for social media campaigns, leading to a measurable 60% increase in viewer click-through rates (CTR).
- **UI/UX Design:** Leveraged Figma to develop wireframes and interactive prototypes for new web pages, optimizing user navigation and digital interface aesthetics.
- **Brand Collateral:** Developed layouts for subscription newsletters, ensuring strict adherence to brand guidelines, typography systems, and visual identity standards.

Social Media Illustrator & Content Creator

Independent

2018 – Present

- **Brand Identity & Strategy:** Spearheaded a cohesive visual identity system, driving 200% follower growth through consistent multi-platform digital storytelling.
- **High-Impact Content:** Created viral digital art, generating 9,000+ likes within 24 hours.
- **Project Management:** Managed end-to-end creative pipelines from initial sketching to final digital rendering and multi-platform distribution.

KEY PROJECTS & AWARDS

[Award-Nominated Animation \(2023\)](#) 🌐

"Burnt Fox"

Developed using After Effects and Clip Studio Paint; selected for 10+ national exhibitions.

[Exhibition Project \(2023\)](#) 🌐

"Quakes"

Integrated photography and motion graphics; showcased in 4+ national exhibitions.