

education

- The University of Hong Kong, Hong Kong
- Utrecht University, The Netherlands

Bachelor of Arts & Science in Design+ & American Studies, 2026
Summer Exchange, 2025

experience

UI/UX INTERN *Kin Technology*

December 2025 - Present
Hong Kong SAR

- Translating KIN's Web App UI into a working desktop version.
- 3D modelling and designing the pill canister's packaging & labelling.

DIGITAL MARKETING EXECUTIVE & DESIGNER *The Labelless Limited (Internship)*

June - September 2025
Hong Kong SAR

- Ideated and designed social media content strategies for CMECH, Korean skincare brand DAEBY monthly, and logistics company Wayfindr.
- Composed rebranding and social media proposals for the Chinachem Group and Virtus Medical Group.
- Creatively led the sold out DAEBY X KACTUS KOFFEE Rave event in Sheung Wan (20/09/2025) and designed all online and offline promotional material for the event.

BOOK DESIGNER *Resource Publications*

June 2025
California, USA, and Hong Kong SAR

- Worked closely with the author to design the cover of "Khamriyyat Hong Kong" by Ahmed Elbeshlawy, Alan Jefferies (Foreword), 2025. [Link](#)

GRAPHIC DESIGNER *Sophia Loren Hong Kong*

February 2025 - July 2025
Hong Kong SAR

- Reworked the restaurant group's branding guidelines, and designed both online & offline promotional material.

HEAD OF DESIGN

Graphic Designer - Communications & Marketing

January 2025 - Present
March 2023 - January 2025

Network of Environmental Student Societies (NESS)

Hong Kong SAR

- Designing and curating promotional media
- Redesigned the Climate Risk Card Game launched at the 2024 Hong Kong Green Tech Summit. [Link](#)

EMPOWER SCHOLAR

September 2024 - April 2025

- Participated in skills-based workshops including financial planning, career development, confident communication and personal branding. Building networks with professionals at leading institutions in Hong Kong and receiving mentoring from senior women in targeted professions.

CHIEF DESIGN OFFICER

HKU DeepTech100 Start-Up, The University of Hong Kong (HKU)

September 2024 - Present
Hong Kong SAR

- Handling all design-related aspects of the start-up, with a focus on website and business concept design.

RESEARCH ASSISTANT

The University of Hong Kong

June 2023 - August 2023
Hong Kong SAR

- Built a website for the department's new VR/AR Research Lab: extendedhumanities.com
- Developed a VR exhibition to be made into a short movie: <https://framevr.io/amer2052>

awards & scholarships

3rd Runner Up, HKMA David Li Kwok Po College 25th Anniversary Logo Design Competition [2025]
Semi-Finalist, Cathay Pacific Hackathon, Hong Kong [2024]
2nd Runner Up - South China Morning Post Student of the Year Group Hackathon, SCMP, Hong Kong [2024]
The Consular Book Award in American Studies, The Consulate General of the United States, Hong Kong and Macau [2023]
Champion, AI in Metaverse and Innovation Challenge Competition, (Healthcare), The University of Hong Kong [2023]
School Nominations Direct Admissions Scheme, Education Bureau [2022]

certifications

Rhino Designer, Rhino Essentials, Adobe Photoshop and Illustrator

Issued By: ArchiStar Academy

skills

Creative Direction
Tech Proficiency | Design development
Branding | Concept Design
3D Modelling | Graphic Design

languages

English (Native) | Cantonese (Spoken-Intermediate)
Egyptian-Arabic (Spoken-Intermediate)
French (Limited working proficiency)

software

Adobe Creative Suite
Rhinoceros 3D
FrameVR
Unity | XCode

Inkscape
Blender
Figma
Canva

