

Joyce Shek

With ten years of design experience spanning fashion, education, and telecommunications industries, I am a seasoned Multimedia Graphic UX/UI Designer dedicated to crafting visually compelling and user-friendly digital experiences. My diverse background equips me with a deep understanding of design aesthetics and user behavior across different sectors. Proficient in Adobe Creative Suite and Figma, I have a proven track record of delivering innovative solutions that blend creativity with functionality. From conceptualizing engaging visuals to refining user interfaces, I excel in creating seamless and intuitive experiences that resonate with audiences. With a passion for staying ahead of design trends and a commitment to excellence, I am poised to leverage my expertise to drive success in any creative endeavor.

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EXPERIENCE

Digital Designer

US MOBILE CANADA | CALGARY

OCT 2022 - APR 2026

- Partnered cross-functionally with Product, Engineering, and Marketing teams to define and execute product experiences
- Drove end-to-end design processes, including user flows, wireframes, prototypes, and high-fidelity UI designs
- Evolved and maintained scalable design systems to improve product consistency and team efficiency
- Designed an AI chatbot experience, addressing user needs through intuitive conversational interfaces
- Established a new design system to support product scalability and streamline design and development workflows

Marketing Assistant

MON SHEONG FOUNDATION | TORONTO

MAY 2022 - SEP 2022

- Assist in creation and execution of promotional videos on the programs and services of the organization
- Includes the entire process of defining requirements, visualizing and creating graphics, layouts and photos

Graphic Designer

HARROW INTERNATIONAL SCHOOL | HONG KONG

JUN 2019 - FEB 2022

- Design and produce marketing communications (print and digital) pieces for a wide variety
- Coordinates, designs, and produces a variety of official School publications and marketing collateral which may include brochures, catalogs, print ads, posters, fliers, booklets, mailers, PowerPoint slides, business cards and promotional merchandise.
- Manage the brand image consistency

Multimedia Designer

I.T APPARELS | HONG KONG

OCT 2016 - MAY 2019

- Assist in creation and execution of promotional videos on the programs and services of the organization
- Includes the entire process of defining requirements, visualizing and creating graphics, layouts and photos

SKILLS

Brand & Visual Systems
Concepting
Print & Digital Production
Editorial Design
Display Advertising Design
Presentation Design
Interactive Web Design
Video Editing

TOOLS

Adobe Creative Suite
Illustrator Indesign Photoshop
Lightroom Premiere Pro After Effects
Figma
Claude code & design

LANGUAGES

Fluent in English and Mandarin
Native in Cantonese

EDUCATION

Hong Kong Design Institute
Visual Communication Higher Diploma 2014-2016