



MIA HUANG

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9294947826

“ I am a product designer and branding designer with passion for creating an equitable, useful, and enjoyable user experience. ”

EDUCATION

2013 - 2014	Kingston University London	Communication Design(Graphic design)	Degree of Master
2008 - 2012	Guangzhou Academy of Fine Arts	Education (Watercolour)	Degree of Bachelor

WORK EXPERIENCE

2020 . 1 - Present	UI UX Designer at Kemi Consulting LLC 1. Deliver web, web responsive, mobile UI/UX design for clients in B2B/O2O/C2C, financial service. 2. Created wireframes, user flow and wireframe prototypes. 3. Delivered polished UI comps & final product prototype based on feedbacks. 4. Justified designs and present final design to clients. 5. Created comps for marketing design.
2017 . 6 - 2019.3	Web & Graphic designer at ALCO HOLDINGS(00328) 1.Maintained brand consistency and design standards 2.Responsible for visual presentation and user experience 3.Work collaboratively with Marketing team to facilitate and document company design decisions
2016 . 6 - 2016.9	UI designer at Friend's Hub 1.Analyzed the current trend in mobile App UI and managed the front-end visual UI design 2.Gathered feedbacks from end-users on product usability and optimized the design based on the analysis 3.Collaborated with various internal departments on H5 marketing and brand promotion
2014 . 3 - 2016. 6	Co-founder at Jingjian Brand Design & Consulting Co., Ltd 1.Engaged in business developments and devised marketing strategies 2.Created and presented business proposals to clients 3.Conducted feasibility research and constructed project plans 4.Managed the overall project execution and ensured projects met all the critical milestones on time and on budget 5.Provided periodic status updates to clients as project progressed
2015.5 - 2015.8	UI Designer at Guangzhou Mopark Co., Ltd 1.Revamped on the user interface and icon design for the WAP and WEB products 2.Ensured UI consistency across different product lines 3.Worked with various internal teams to develop new functionalities on web and on mobile 4.Acted as a mentor for the junior designers in the team
2014.8 - 2014.11	Intern UI Designer at London Touch Surgery 1.Worked closely with design team, product managers and R&D teams on UI design and ensured UI compatibility and usability on the mobile App 2.Devised innovative ideas on UI designs based on the company's audience group
2010.7 - 2010.9	Intern Graphic Designer at Canton Fair Advertising Co., Ltd 1.Assisted senior designers on graphic design and material design

INDIVIDUAL DESIGN PROJECTS

SOUPER AUTHENTIC	1.Responsible for the graphic design and material design
10/2017- NOW	2.Responsible for the improvement on brand image, advertising production and spatial image optimization
	3. Set up the website and maintain it

GUANGDONG AMX ELECTRIC APPLIANCES CO., LTD

10/2015- 2/2016	1.Responsible for the graphic design and material design
	2.Responsible for the improvement on brand image, advertising production and spatial image optimization
	3.Responsible for handling the whole project and controlling the overall design and realization of the project. Upgraded the VI system and assisted in the overall optimization of SI system. Made the spread of enterprise concept more rapid and effective, left a deep impression on the target consumers

ONEW

6/2014- 6/2015	1.Responsible for the comprehensive brand building, including the brand positioning, planning, design and optimal design
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2. Based on the product and brand positioning, designed the overall strategy for market promotion and media communication. Led the brand building and effective brand communication. Won the high recognition of those customers with salad as the main food for the healthy lifestyle within one year. Ranked 10th for the popular western meal in Dianping.com

CHINA SOUTHERN POWER
GRID COMPANY LIMITED
2014- 2015

Responsible for the overall visual effect, the design of project materials and ensured the brand image in the whole activity

ST.MOYA FURNITURE
2014- 2015

Responsible for the brand positioning, planning, design and exhibition spatial design
Arrived at those branch stores in China to survey the market in a systematic manner
Responsible for the brand research and brand strategic development to ensure that the project result can meet the customer needs. Responsible for proposing and executing the brand promotion scheme. Supervised the making of the brand poster, album, photography and publicity video. Assisted the customers with the exhibition layout and presented the brand image.
Transformed from the export into the domestic sale with brand-new brand image and precise positioning for the franchise in 30 years. Increased the number of branch stores from 6 to 20 in China

CAKEGOING兔嘈
2014- 2015

Developed the adorable desserts and won the popularity of the brand consumers

TOP CAFE
6/2014- 1/2015

Cooperated with the design in the team, designed the three-storey Panyu building with the future industrial style for the coffee bar to distinguish from the ordinary antique feeling

SKILLS



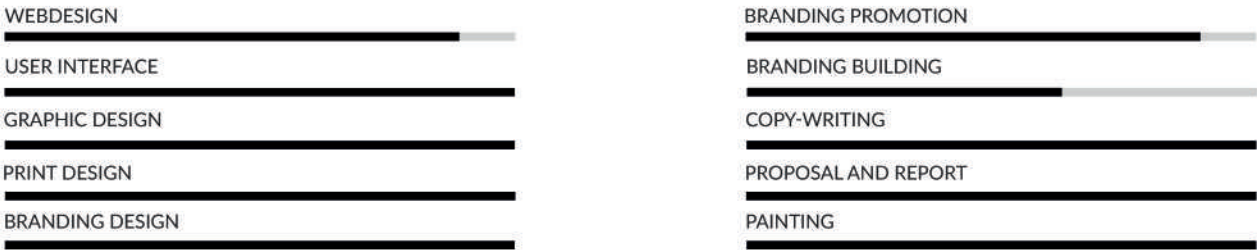
PERSONAL SKILLS



LANGUAGE SKILLS



DESIGN SKILLS



CERTIFICATE & HONORS

BRONZE AWARD
2012
OUTSTANDING AWARD
2012
OUTSTANDING AWARD
2012
BRONZE AWARD
2012
EXEMPLARY INTERN
2012
OUTSTANDING AWARD
2012

CITY (WATER COLOUR)
The 6th Chinese Undergraduate Fine Arts Yearbook
MELT (POSTER)
The 6th Design City (China-Shenzhen) Public Service advertising competition
MELT (POSTER)
Kan tai-keung Design Award
MELT (POSTER)
The 6th Chinese Undergraduate Fine Arts Yearbook
EXEMPLARY INTERN
Zhongshan no.1 middle school
HOME (WATER COLOUR)
The 2th Guangdong Exploratory Watercolor Exhibition