



# JOEI HEN

GRAPHIC DESIGNER

## ABOUT ME

Hello, I am Joei. How was your day?

I am a multi-disciplinary designer who is interested in various design areas such as advertising, branding, packaging, editorial, typography, photography and videography. I always ensure my work is interesting, creative and appropriate for the brief, as well as to the highest standards possible. With an interest in such a range of media, I am able to adapt to a wide range of briefs or projects but still able to keep a bit of me in it.

I have excellent communication skills, therefore, I am able to work well individually or in collaboration with others. I am hard working, always willing to learn and try new things. I am confident in using the Adobe creative suite and able to work in both Microsoft Windows or Mac OS system.

## CONTACT

07724556760  
Joeihen.design@gmail.com  
Instagram - @joeihen or @diaryofjoei

Portfolio: <https://joeihen.wixsite.com/joeihen>

## PERSONAL SKILLS

My language skills are great as I can speak 4 languages fluently: English, Cantonese, Mandarin and Hakka.

I have also achieved qualifications in GCSE and GCE for Mandarin with some basic knowledge in German.

## HOBBIES & INTERESTS

Photography  
Travelling  
Crafting  
Cooking

## EDUCATION

**NOTTINGHAM TRENT UNIVERSITY / 2015 - 2018**

**BA (Hons) Graphic Design**

I graduated with an Upper Second class

**COOMBE GIRLS' SCHOOL / 2013 - 2015**

**4 A-levels**

Grade - B, C, C, C.

**COOMBE GIRLS' SCHOOL / 2008 - 2013**

**11 GCSEs**

1A\*, 4As, 3Bs, 3Cs.

## WORK EXPERIENCE

**JINMEE & YUKI TOKYO / May 2019 - Present (Internship)**

**Social Media Intern**

I am assisting in managing both Jinmee and Yuki Tokyo's social media accounts such as Instagram for its contents, developing media strategies and updating their accounts with a focus on increasing awareness and engagement. I monitored trends, created and scheduled content weekly for their social media accounts. For an easy follow up, I have also provided regular reports showcasing overall growth of accounts. Apart from my participation in creative marketing such as content research and creative writing, I have also supported in general ad hoc responsibilities such as assisting in photo-shoots, labelling stock and learning new ecommerce skills.

**BENTO / Dec 2012 - Aug 2018 (Part Time)**

**Crew Member**

I helped deliver quality service by providing a friendly, warm and welcoming environment. Addressed complaints and requests from customers. I also contributed in some design work such as new dish posters, menu design and took some photos of the food.

**CHERRY PROFESSIONAL / Dec 2015 (Work Experience Programme)**

**Marketing Design Assistant**

I was responsible for designing some of their brochures, and graphics to place on their website and email.

**DATABAC / Apr - May 2015 (Freelance)**

**Designer**

The company has asked me to design their catalogue as they were interested in my professional opinion.

**DATABAC / Aug 2014 (Work Experience)**

**Manufacturing/ Production Assistant**

I had the opportunity to work in a factory that produces and print smart cards for clients such as the government, schools, prison and other companies. I assisted in producing cards from scratch and also in designing.

**TODD- WHITE ART PHOTOGRAPHY / Mar 2012 (Work Experience)**

**Assistant Photographer**

Todd-White is a company based in Mayfair, London, known for its art photography. I was an assistant for studio lighting and various camera work. I also used Photoshop for photo editing.

## PROFESSIONAL SKILLS

<b>PHOTOSHOP</b>		90%
<b>ILLUSTRATOR</b>		85%
<b>INDESIGN</b>		90%
<b>PREMIERE PRO</b>		80%
<b>AFTER EFFECT</b>		50%
<b>DRAWING &amp; CRAFTS</b>		75%