**Hilson Ou**

**Graphic designer | UIUX designer | Video creator**

Burnaby, BC │ 7788589401 |ohc827@gmail.com | [Hilson's website](https://hilsonity.wixsite.com/hilsonity) | [Hilson’s LinkedIn](https://www.linkedin.com/in/hilson-ou-961abb7b/)

**Professional Overview**

Highly creative Graphic Designer with **7 years of experience** developing and executing **visual design concepts**. Proven track record of **increasing website traffic, reducing design time, and increasing brand recognition and engagement**. Demonstrated attention to detail and an ability to effectively collaborate with cross-functional teams to effectively deliver projects and initiatives on time, on budget, and with high-quality results. Focused on **delivering high-quality work** that increases user engagement and enhances a company's online presence. Ability to write Mandarin and Cantonese.

UI design | UX design | Visual design | Graphic design | Visual Identity | Logo design | Branding | Poster design | Brochure design | Colour Theory | Product Design | Workflow | Wireframing | Layout design | Sketching | Painting | Digital Illustration | Video Editing | Online Marketing | Social Media Marketing | Mockup | Hand Drafting | Typography | Character design | Character | Sketch | Figma | Adobe Photoshop | Adobe Illustrator | InVision | Capcut | Wix | Powerpoint

**Professional Experience**

**Graphic Designer(Remotely), Sunny Optical ltd, Suzhou, China | [sunnycolens.com](https://www.sunnycolens.com/en) 12/2022 - Present**

* Design visual identity system, website, product packaging to enrich company branding and complete business.
* Act as a liaison between the marketing team and external vendors, ensuring that all design specifications and requirements are communicated accurately and effectively.
* Collaborate with the marketing team to develop marketing strategies and manage company social media, ensuring the brand remained current and engaging.
* Mentor the junior graphic designers, provide constructive feedback to help them improve their skills and grow professionally.

**Visual Designer, FuturePlusPlus Enterprises Ltd, Burnaby, BC | [ditsay.com](https://ditsay.com/#home) 04/2021 - 02/2023**

* Designed the UI/UX solutions that effectively meet client's expectations.
* Develop the visual system for existing websites and recommend enhancements for content optimization.
* Created low-fidelity wireframes and translated them into high-fidelity designs, enhancing user experience.
* Supporting the marketing team, designing banners, posters, and all graphic materials for the marketing campaigns.
* Managed design-iteration cycles, versioning, and the overall design workflow, ensuring efficiency and consistency in project outputs.

**Graphic Designer, Moola Inc., Vancouver, BC | [moola.com/](https://www.moola.com/) 10/2022 - 11/2022**

* Developed, evolved, and redesigned graphic brand standards and guidelines, enhancing visual consistency across the brand.
* Created all digital assets, including editing and designing websites and landing pages, resulting in improved user engagement and aesthetic appeal.
* Produced all print collateral, including brochures, OOH ads, tent cards, posters, menus, and other promotional materials, which supported in-store and in-merchant initiatives effectively.
* Collaborated on digital product design, incorporating strong consideration of UX and best practices, which improved user interaction and satisfaction.
* Oversaw all creative aspects, including photography, video, graphics, and typography, ensuring high-quality visual content.
* Maintained, organized, and supported the digital asset library, streamlining asset management and accessibility.

**Visual Designer, Peaceful Media Ltd., Vancouver, BC | [peacefulmall.com](https://www.peacefulmall.com/en) 05/2022 - 10/2022**

* Managed the brand's social media presence, improved SEO, and ensured it was consistently updated.
* Designed branding materials, such as logos, posters, and brochures, to enhanced the brand's vision.
* Controlled the brand's design style, including the design of websites, applications, digital banners, thematic activity pages, and online activities.
* Collaborated with the IT team to create digital products with a strong focus on UI/UX.

**Visual Designer, RORO Holding Inc., Vancouver, BC | [roro.one](https://roro.one/) 09/2017 - 04/2022**

* Designed website experiences to maximize client business objectives, prototyping user interface changes that better served product users.
* Developed marketing tools that enabled organizations to effectively reach their supporters.
* Strategically creative branding that aligned with client values, reinforcing the company's market identity.
* Created physical visual products such as logos, posters, and brochures, enhancing brand visibility and communication.

**Education**

**MFA,** Academy of Art University, San Francisco, U.S.  **2016**

**BFA,** Guangdong University of Technology, Guangzhou, China **2012**

**Certifications**

**Foundations of User Experience (UX) Design,** Google, Online course [Link](https://www.coursera.org/account/accomplishments/verify/MU95SSZ6SWYJ?utm_source=ln&utm_medium=certificate&utm_content=cert_image&utm_campaign=sharing_cta&utm_product=course)  **2022**

**WHMIS Trainee Information Sheet and Certificates,** YOW Canada **2024**

**SuperHost® Service For All™**, go2HR **2024**

**SuperHost® Foundations of Service Quality™**, go2HR **2024**

**Volunteer**

**Warehouse volunteer,** Muslim Food Bank and Community Services Society | Vancouver, BC  **2022**

**Interpreter,** UBM plc | San Francisco, U.S. **2014**

**Census Taker,** National Bureau of Statistics of China | Guangzhou, China **2010**

**Asian Games Venue Coordinator,** 2010 Asian Games Organizing Committee | Guangzhou, China **2024**

**Language**

**English**  **Mandarin Cantonese**