

JOHANNE CHOW

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Johanne is a designer working with startups and agencies to create great products & brands.

HYCStudios *Freelance*

Art Director & Digital Designer [2014 - Present]

My alter ego that I freelance under. My focus on design has been quite broad in the beginning of my career, freelancing had opened up many opportunities for me to be exposed in different discipline of design. I offer services in branding, web design and UI/UX design.

Ogilvy & Mather *Advertising Agency*

Hogarth & Ogilvy - Content Art Director [2015 - Jan 2017]

As the lead content designer of the content team in Ogilvy, I work closely with Social@Ogilvy to come up with the overall strategy for social contents. I also art directed multiple international tech event's key visual and event branding generating a design system that could be used by the client. I've worked with companies like Huawei, NIKE, Nestle, HKL, Asia Miles and more.

yWorld *Tech Startup*

Product Designer [2012-April 2014]

Manages a creative team of four. Structured and designed the platform from scratch, utilizing Information architecture and user experience knowledges along the way. Provided art direction to the brand direction and development.

Brands/ Agency I've worked with:

Ogilvy Advertising HK - Asia Miles / Huawei / Nike
Saatchi & Saatchi HK - Swire Properties / Cafe de Coral
Prenetics (Medical Startup)
Custom Bee (Retail Startup)
MakePlayingCards.com

OnePlus *Mobile Tech Startup*

Digital Designer / Digital Marketing [2014- Feb 2015]

Responsible for developing the OnePlus brand, design system and creating creative materials to support the Global Digital Marketing team. Curate and produce visual and audio content for their YouTube and other media channels. Come up with strategic campaign ideas that would bring value to the company. Organized and travelled to multiple countries for events.

AX3 Multimedia *Online Media*

Production Associate / Photographer [2011-April 2014]

Plan, arrange and organizes event coverages for the media outlet. Provide quality photograph and video content for every responsible project. Scout new oppurtunities, establish connections that encourages B2B sales.

DESIGN DISCIPLINES

Art Direction
User Experience
UI Design
Social Content Design
Branding
Presentation Design
Visual Communications
Photography

SOFTWARE

Photoshop
Illustrator
Lightroom
Sketch 3
MS Office Suite
Keynote
Powerpoint

EDUCATION

British Columbia's Institute of Technology

New Media Design and Web Development [2011-2012]

Senior Management Certificate

Kwantlen Polytechnic University *Unfinished*

Psychology [2009-2011]

Bachelor of Arts