



MAVIS LAUGHTON

SENIOR GRAPHIC DESIGNER

Com'on! Gimme a shout!

Feel free to write me a couple of lines or give me a call.

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OBJECTIVE

To obtain a position as a full-time Senior Graphic Designer or Assistant Art Director as well. Be a great Terminator of Designing Problems.

SUMMARY

Creative and performance-driven with fifteen-years of background in various scope of projects and industries. I am a Senior Graphic Designer for different local Creative Boutiques in Toronto and Hong Kong. I am talented in developing unique custom artwork, innovative approaches to ideas, and concept development.

SKILLS

Adobe Illustrator	<div style="width: 100%; height: 10px; background-color: #e74c3c;"></div>
Adobe Photoshop	<div style="width: 100%; height: 10px; background-color: #e74c3c;"></div>
Adobe InDesign	<div style="width: 90%; height: 10px; background-color: #e74c3c;"></div>
Adobe After Effects	<div style="width: 20%; height: 10px; background-color: #e74c3c;"></div>
Adobe Premiere Pro	<div style="width: 10%; height: 10px; background-color: #e74c3c;"></div>
Macromedia Freehand	<div style="width: 90%; height: 10px; background-color: #e74c3c;"></div>
Corel Draw	<div style="width: 80%; height: 10px; background-color: #e74c3c;"></div>

LANGUAGE

SPEAKING

English	<div style="display: flex; gap: 5px;">●●●●●</div>
Cantonese	<div style="display: flex; gap: 5px;">●●●●●</div>
Mandarin	<div style="display: flex; gap: 5px;">●●●●●</div>

WRITING

English	<div style="display: flex; gap: 5px;">●●●●●</div>
Traditional Chinese	<div style="display: flex; gap: 5px;">●●●●●</div>
Simplified Chinese	<div style="display: flex; gap: 5px;">●●●●●</div>

EDUCATIONAL BACKGROUND

First Institute of Art & Design, Hong Kong
Diploma in Commercial Design, 2002

 **EXPECTED SALARY**
HKD 28,000

 **AVAILABILITY**
Immediate

Check out my online portfolio at

www.mavislaughton.com

PROFESSIONAL EXPERIENCE HISTORY

Senior Graphic Designer at Trinity Medical Group

HONG KONG, ASIA PACIFIC | July 2021 - Aug 2022 (1yr 2mos)

Lead overall creative direction and enhance creative concepts for corporate branding and marketing materials for Marketing Communications Team.

Handle graphic design, layout and production for printed and online marketing collaterals, seasonal promotion items, videos and multimedia presentations, corporate premiums and stationery, advertisements etc.

Other ad-hoc design tasks required to facilitate various business development and marketing activities.

Senior Graphic Designer at Union Medical Healthcare Limited

HONG KONG, ASIA PACIFIC | May 2018 - July 2020 (2yrs 3mos)

Designing new and updating current in-house brands literature following corporate branding guidelines. Creating new brand collateral for business development, including concept development. Designing print materials and online adverts. Designing and producing marketing collateral. Producing promotional material for in-house brands.

Work with internal teams to generate ideas for pitching and proposals. Working with the web development team in designing websites. Working with other team members to deliver projects and activities to deliver against deadlines.

Senior Graphic Designer at It's Time Limited

HONG KONG, ASIA PACIFIC | Sept 2012 - Jul 2017 (4yrs 11mos)

Responsible for graphic design to develop marketing materials including corporate identity, product packaging, print advertisements, banners, kiosks, brochures, leaflets and other promotion collaterals.

Freelance Graphic Designer

TORONTO, CANADA | Oct 2008 - Aug 2012

Worked with various clients, including numerous non-profit organizations, designing and campaigns; logos, branding identities, banners, brochures, flyers, mailouts, posters, web site graphics, and other marketing paraphernalia.

Senior Graphic Designer at Universal Union Co., Ltd

TORONTO, CANADA | Aug 2011 - Feb 2012

Design and execution of electronic communications materials such as html emails, portal and website updates, and initial design.

Presenting ideas, meeting with clients and adjusting designs to fit their needs or taste to complete the production.

Graphic Designer at Brandmasters Branding Agency

TORONTO, CANADA | Feb 2011 - March 2011

Maintained on-the-go projects with the current clients.

Created visual signages and restaurant design ideas.

Graphic Designer at Department of Diagnostic Imaging, The Hospital for Sick Children

TORONTO, CANADA | Nov 2010 - Oct 2011

Created the main cartoon persona to be used in future media materials for the Department of Diagnostic Imaging.

Planned and composed the "Having a scan" assent and "TheraSphere Liver Treatment" consent brochures to ease communication with children.

Freelance Graphic Designer

HONG KONG, ASIA PACIFIC | Aug 2008 - Oct 2010

Designed the motion graphics for the launch of Sprite Lemon TV commercial in Taiwan.

Created the brochure series for Thomas & Friends in English and Chinese to promote seven new lines of products to be launched in Hong Kong and Mainland China.