

RUBY CHUNG

PORTFOLIO

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CONTACT

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A creative problem solver and curious designer who is always on the lookout for new podcasts.

As a Content Designer at Ogilvy, I conceptualize and execute ideas for social media platforms like Instagram, LinkedIn, and WeChat. My tenure has honed my technical expertise in Photoshop, Illustrator, and AfterEffects, while also developing strong collaboration and time management skills. I've delivered winning client pitches and enjoy exploring new technologies, most recently testing out Adobe Beta apps.

EDUCATION

SCAD (HK) B.F.A.
Advertising & Branding
(Art Direction)

LANGUAGE

English (native)
Cantonese (native)
Mandarin (conversational)

SKILLS

Adobe Illustrator
Adobe Aftereffects
Adobe Photoshop
Adobe XD
Adobe InDesign
Powerpoint

EXPERIENCE

Ogilvy, Hong Kong | Junior Content Designer (Dec 2020 - present)

- Collaborated with Creative Director, Senior Designers, Copywriter, and Strategists to actualize innovative concepts
- Conceptualized art directions and ideas for diverse projects
- Enhanced animation skills through storyboarding and producing animated content, such as celebratory brand greetings
- Managed multiple client accounts concurrently
- Crafted content for various social platforms, including Instagram, Facebook, WeChat, and LinkedIn

Key Achievements:

- Collaborated with team members to prepare and deliver a winning client pitch presentation, showcasing design concepts and ideas
 - Co-managed DFS account with Senior Designer, developing unique narrative angles and art directions each month
 - Served as an occasional English copywriter within the design team
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Branding Records, Hong Kong | Freelancer (Jun - Sep 2020)

- Developed and animated WeChat posts for Slumberland
- Produced simple motion graphics for Facebook and Instagram content

Branding Records, Hong Kong | Design Intern (Sep - Nov 2019)

- Acquired knowledge of WeChat post formats and generated content for the platform
- Gained proficiency in AfterEffects and crafted basic motion graphics for Instagram and Facebook
- Subsequently offered a freelance contract upon graduation

Skin Need, Hong Kong | Design Intern (Jul 2018 - May 2019)

- Spearheaded the rebranding of their company with a new logo and packaging designs that launched in November 2018 and have been utilized ever since
- Developed the branding for their new skincare line, BYOB, encompassing logo, packaging, and website art direction, which went live in November 2018
- Engaged in freelance work following the internship