

A strategic Project Management Professional (PMP®) with a 15+ year track record of leading cross-functional teams through highly complex and multifaceted initiatives. I excel at synthesizing complicated workflows into clear project plans, exercising rigorous budget control, mitigating risks, and fostering seamless communication across all stakeholder levels. A hallmark of my career is the ability to build enduring, trust-based client relationships through empathy and effective expectation management. The tangible success of my past projects reflects a versatile, omnichannel skill set that transcends specific industries—equipping me to drive immediate strategic value in any dynamic organization.

EXPERIENCE

PROJECT MANAGER

Reported directly to the Business Director at a multidisciplinary creative consultancy, driving the end-to-end execution of branding, website, and exhibition projects **with budgets ranging from HKD 50,000 to HKD 1,000,000**. Managed all stages from commercial pitching and requirements gathering to resource orchestration and seamless delivery.

Trilingua Design | 07 / 2019 – 06 / 2026

- Delivered professional wayfinding design consultancy for complex building and carpark developments commissioned by the **Architectural Services Department (ArchSD)** and the **Airport Authority Hong Kong (AAHK)**. Partnered closely with major contractors including **Paul Y. Engineering**, **Able Engineering**, and **The Jardine Engineering Corporation (JEC)**, alongside leading architectural and interior design firms such as **Leigh & Orange (L&O)**, **Andrew Lee King Fun & Associates Architects (ALKF+)**, and **Ronald Lu & Partners (RLP)**, among others. Managed key technical deliverables by reviewing construction drawings, generating detailed design plans, and leveraging BIM environments to streamline communication and resolve structural coordination challenges.
- Directed end-to-end publication production for prestigious clients including **PMQ** and **Sun Hung Kai Properties (SHKP)**, managing the entire lifecycle from conceptualization, content structuring, and development to layout design, photography, and printing. Served as the key liaison to clarify and align client requirements, coordinate with diverse creative and print vendors, and conduct rigorous quality assurance on the final printed deliverables and logistics to ensure seamless, on-time delivery.
- Orchestrated the design and planning of the inaugural **Cannes Film Week** in Asia at **K11 MUSEA** in 2019, collaborating closely with the project and event operations teams of **New World Development**. Successfully managed the end-to-end execution and maintained high client satisfaction by seamlessly pivoting to a low-key, high-quality alternative plan at the final stage to meet the client's evolving strategic needs.
- Managed the client requirement and execution of over 15 exhibition and festival visual identity projects for notable organizations such as **Asia Society Hong Kong**, **PMQ**, and the **City University of Hong Kong**. Spearheaded the workflow from initial thematic analysis and timeline scheduling to designer coordination and client feedback management. Ensured seamless delivery of integrated marketing collaterals (social media posts, leaflets, and banners) and successfully supervised on-site setup and print production to bring the exhibition spaces to life.

Weewungwung Limited | 07 / 2019 – 06 / 2026

- Led the website design strategy for **Swire Hotels** following the 2020 revamp of "**The House Collection**" delivering around 10 brand-aligned websites from content analysis to final design. Partnered with key development contractors, including **Accenture** and **GTI**, to ensure robust backend execution. Facilitated cross-functional alignment between the marketing and internal technical teams to refine system functions, successfully integrating CRM requirements to streamline member registration processes.

- Led the end-to-end design and development of the websites for the **Chinese Culture Promotional Office** and **Chinese Culture Festival (Leisure and Cultural Services Department (LCSD))** in 2021, meeting strict **HKGOV** requirements within a compressed 6-month window and initiating the ongoing annual maintenance cycle. To ensure smooth post-launch operations, compiled a detailed CMS user manual and facilitated briefing sessions for over 100 stakeholders from 50 participating government departments to enable efficient and independent backend updates.
- Partnered with Trilingua Design on the design and development of the **GO PARK brandsite and mini-site**, aligning diverse requirements from the **Sun Hung Kai Properties (SHKP) leasing** and **GO PARK teams**. Successfully translated business needs into user-centric web features—including promotional weekend event prioritization and customized customer sports packages—while providing ongoing, day-to-day post-launch support to ensure seamless operations.

Emotionlab Limited | 12 / 2018 – 05 / 2019

- Oversaw the creative direction and production pipeline for 10+ video campaigns commissioned by the **Information Services Department (ISD)** of the **HK Government**, the **Airport Authority Hong Kong (AAHK)**, and diverse SME clients. Spearheaded all operational phases, including client briefing translation, budget management, location scouting, and on-site shoot coordination. Maintained a high level of hands-on involvement throughout the creative process, managing external production contractors and planning post-production schedules to guarantee seamless, on-time project delivery.

Yu+Co [Lab] Limited | 01 / 2015 – 06 / 2018

- Orchestrated the rapid delivery of a HKD 3,000,000+ experiential show suite for "**The Quayside (Link REIT)**" within a compressed 4-month timeframe. Transformed a 1,000 sq. ft. ground-floor retail space into an immersive experiential center, overseeing complex structural fabrication, AV hardware installation, custom kinetic/mechanical systems, and physical architectural models integrated with dynamic media content. Successfully managed alignment across the client's marketing, leasing, and project management teams, while demonstrating exceptional crisis management by swiftly resolving critical technical and mechanical issues under high-pressure deadlines ahead of key stakeholder presentations
- Directed the media content production for a massive 10,000 sq. ft. experiential showcase at the **Shenzhen Ping An Finance Centre (PAFC)**. Oversaw the creation of immersive media assets highlighting the development's strategic location, world-class facilities, and competitive advantages, which involved coordinating cross-border filming and post-production across Mainland China and Hong Kong. Successfully managed the dedicated media budget, keeping costs strictly within 30% of the overall multi-million dollar project budget, while facilitating regular progress updates and seamless coordination between the client and multi-disciplinary teams to guarantee on-time delivery.
- Partnered with main contractor **Hypsos** to deliver the digital media content for Phase II of the **Electrical and Mechanical Services Department (EMSD)** Education Centre. Conducted deep-dive analysis of various EMSD departmental functions to translate complex technical works into engaging, public-facing concepts. Spearheaded the creative development of 5 interactive digital exhibits, collaborating closely with design teams and **Hypsos** to refine execution details. Successfully completed the project with a 30% profit margin and received exemplary commendation from **EMSD** for outstanding delivery and public engagement.

Other Clients:

West Kowloon Cultural District Authority, Hong Kong Palace Museum, Henderson Land Development, Hong Kong Design Centre (HKDC), CityU School of Creative Media, HKU Med, Tourism Commission Authority

ACCOUNT MANAGER

Geometry Global Hong Kong (WPP) | 07 / 2018 – 10 / 2018

Served as the dedicated Account Manager for **British American Tobacco (BAT)**, orchestrating cross-border communications and campaign alignment between the London headquarters and the Hong Kong regional team. Managed the end-to-end execution of high-impact POSM and SOP campaigns across both domestic and Global Travel Retail (GTR) markets. Led the strategic development of shopper marketing initiatives and retail guidelines to maximize brand visibility, while meticulously supervising localized production, regional distribution, and budget control in strict compliance with complex tobacco advertising regulations.

PRODUCER & ANIMATOR (*Early Career – Creative Production*)

XD Workshop Limited | 05 / 2012 – 12 / 2014

Menfond Electronic Art & Computer Design Co. Ltd. | 08 / 2006 – 06 / 2011

Served as a Producer at XD Workshop Limited and Animator at the Menfond Electronic Art & Computer Design Co. Ltd., managing end-to-end TV commercial (TVC) productions for high-profile brands including **Royal Medic** and **Yahoo! Hong Kong**. Spearheaded commercial pitching, budgeting, scheduling, and cross-functional coordination to ensure on-time and within-budget delivery. Led and mentored a creative team of 5–7 animators to deliver high-quality visual effects (VFX) and animations utilizing Maya and After Effects, while successfully optimizing production workflows and maintaining strict creative standards across all multimedia outputs.

TECHNICAL SKILLS

Project Management

- Microsoft Office Suite (Word, Excel, PowerPoint)
- PMP® Methodology

Creative & Production

- Adobe Creative Suite (Photoshop, Illustrator, InDesign), Video Production (After Effects, Premiere)

LANGUAGES

Fluent in written and spoken Cantonese, Mandarin and English

EDUCATION

Certificate with Project Management Professional (PMP) – since 2021

Higher diploma in Digital Media | 2003–2006, Hong Kong Institute of Vocational Education (KT)