

JOSEPH YONG

GRAPHIC DESIGNER

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PROFILE

Award winning creative graphic designer with over 5 years of experience in developing effective visual communications for a variety of clients. Proficient in Adobe Creative Suite and other industry standard design tools. Strong portfolio featuring a range of projects, including brand identity, 3D product animations, and digital media.

WORK EXPERIENCE

Freelance

Graphic Designer / Visual artist

Margate, Kent

2024 - Present

- Successfully delivered 500+ designs for diverse clients, maintaining a high satisfaction rate.
- Crafted 400+ custom designs such as logos, banners, and thumbnails, contributing to varied branding initiatives.
- Designed album covers, EP artwork and motion graphics for Music artists.

Raydar Magazine

Freelance Graphic Designer

Margate, Kent

2021 - 2024

- Created 50+ social media templates and 20+ video templates, contributing to enhanced brand visibility.
- Designed brand identity materials resulting in an increase in audience engagement.
- Executed WordPress edits, updating 30+ website pages, ensuring a seamless user experience.

Insomniac Apparel

Apparel Designer

Margate, Kent

2020 – 2021

- Conceptualized and designed artwork for an apparel collection, leading to a 30% growth in sales.
- Produced 50+ mockups and print-ready files, expediting the manufacturing process.
- Provided art direction for upcoming releases, contributing to a Incredible rise in customer anticipation.

EDUCATION

University for the Creative Arts

Graphic Design

Bachelor of Arts Honours | First Class

Canterbury, Kent

July 2023

AWARDS & ACHIEVEMENTS

D&AD AWARDS

London, UK

New Blood pencil

July 2023

Honored to be a recipient of the prestigious D&AD New Blood pencil award for an IMAX Brief. A testament to my dedication to pushing the boundaries of creativity and innovation in the field of graphic design. This recognition further solidifies my commitment to delivering work that consistently meets and exceeds the highest industry standards.

HABIT

Broadstairs, Kent

1st place

June 2020

Secured 'Health and Business in Thanet' (HABIT) rebrand contract with striking design. Demonstrates effective design and community impact.

KFE4SKILLS

Gillingham, Kent

2nd place

June 2020

Finalist in the KFE4SKILLS Graphic Design Branding Competition, showcasing work on brand guidelines, packaging, and mockups for a health-focused brand.

SKILLS

Skillset: Design Research / Web design / Visual Design / Project Management / Critical thinking / Branding / 3D / Animation / Marketing / Art direction / Typography / Print Design / Motion Graphics / Illustration

Software: Adobe Photoshop / Adobe Illustrator / Adobe After Effects / Adobe InDesign / Adobe Premier Pro / Blender / Cinema4D / WordPress / Framer /

Languages:

- English (Native)
- Chinese (Proficient)