

## Demi Chu

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### Profile

Multi-disciplinary designer with 3+ years' experience creating digital and print work across ecommerce, retail and tech. Experienced in branding, campaigns, CRM and social content, with a focus on designing engaging, conversion-driven experiences for web and app environments. Detail-oriented and commercially aware, with a strong print foundation and a collaborative approach to working in fast-paced creative teams.

Bilingual in English & Mandarin. Right to work in the UK. Available to work immediately.

### Skills

- Adobe Creative Suites, Premier pro, AE, Canva
- Microsoft Office packages, Keynote
- CRM management
- Web hosting and SEO optimisation
- Figma/Zeplin/HTML Coding
- Motion Design/Lottie/Video editing/AI Design
- Research and data analysis
- Problem solving and strategic thinking

### Work Experience

#### **Graphic Designer | Olivia von Halle, London | Full-time** **May 2025 – Mar 2026**

- Led end-to-end packaging design from concept to production, liaising directly with factories to ensure production.
- Designed performance-led multi-channel campaign content across CRM, paid social and web to deliver cohesive, conversion-focused brand experiences.
- Built scalable design systems and reusable Figma component libraries that reduced campaign production time by 45% and significantly improved engagement and accessibility metrics.
- Collaborated with marketing and e-commerce teams in an Agile workflow to analyse performance data and optimise visual content.
- Directed seasonal social campaign visuals to strengthen brand storytelling and support marketing launches.

#### **Creative Content Designer | Treowe, London | Part-time** **Aug 2024 – May 2025**

- Delivered integrated print and digital marketing assets, increasing customer engagement by 30%.
- Created weekly CRM email templates and branded assets, driving a 25% increase in conversion rates.
- Supported campaign planning from conceptualising to execution through market research and performance analysis.

#### **Brand & Digital Designer | HANYING JEWELLERY, London | Contract** **June 2023 – Sep 2023**

- Led creation of cohesive brand assets across digital and retail channels, increasing visibility by 50%.
- Redesigned and maintain ecommerce website according to seasonal campaign to strengthen brand identity.
- Produced and retouched campaign photography, video and motion assets to boost audience engagement.
- Executed a rapid retail brand popup store visual merchandising redesign to support successful UK market launch.

#### **Brand & Digital Designer | Floralia Décor, Taiwan | Full-time** **Jan 2022 – Aug 2022**

- Redesigned responsive eCommerce template, a 30% increase in engagement through improved accessibility.
- Implemented SEO strategies through keyword optimisation, increasing search visibility by 40%.
- Conducted A/B testing on UX content, resulting in a 30% increase in click-through rates (CTR) after refinement.
- Designed visual touchpoints for brand events and pop-up activations, coordinating spatial layouts, floral styling and marketing assets to create cohesive brand experiences.

#### **Junior UI/UX Designer | OpenNet, Taiwan | Full-time** **Jul 2020 – Sep 2021**

- Designed and deployed SaaS product features end-to-end, collaborating with multiple stakeholders and developers.
- Redesigned and unified UI components across devices and systems, boosting conversion rates by 27%.
- Conducted UX research and facilitated internal workshops to share insights and inform product decisions.
- Maintained shared design system in Confluence and Sketch, supporting Agile delivery and cross-team collaboration.

### Education

University of Arts London | MA Interior and Spatial Design

2022 – 2024

University of Reading | BA Graphic Communication

2017 – 2020

### Languages

- English - Fluent
- Mandarin - Native