



DESIGN • DETAIL • DELIVER

HEDY CHEUNG

GRAPHIC DESIGNER | ILLUSTRATOR | PHOTOGRAPHER
hedy.cheung@hoitinghedy.com 5922 5229

PROFESSIONAL SCOPE

- **DESIGN:** Strategic Vision
Brand Identity
Art Direction
Mood Board Creation
- **DETAIL:** Meticulous Execution
Packaging Design
Set Styling
Print & Publication
- **DELIVER:** High-Impact Results
F&B & Hospitality Collateral
Digital Assets & Advertising
Visual Presentatio

PERSONAL ATTRIBUTES

- User-Centric Design
- Meticulous Attention to Detail
- Multi-tasking
- Team Player
- Open-Minded & Trend-Driven

SOFTWARE

Design Software



Microsoft Office



EXPERIENCE

- 6/2023-Now **Chief Graphic Designer**
Sheraton & Four Points by Sheraton Hong Kong Tung Chung
- 3/2021-6/2023 **Senior Graphic Designer (Pre Opening Team)**
The Fullerton Ocean Park Hotel
- 5/2020-3/2021 **Food Stylist Assistant & Senior Graphic Designer**
The Props Dept
- 4/2019-5/2020 **Senior Graphic Designer**
5/2016-4/2019 **Graphic Designer**
The Langham Hotel
- 6/2013-4/2016 **Graphic Designer**
Daniel's Group Holding LTD
- 8/2012-7/2013 **Graphic Designer**
Sphinx IT

EDUCATION

- 11/2007 - 8/2011 Hong Kong Design Institute
Higher Diploma in Graphic Information Design
- 9/2011 - 7/2012 Birmingham City University
BA(Hons) Visual Communication(GC)
- 9/2013 - 11/2014 School Continung Education
HK Baptist University
Advanced Professional Certificate in Visual Merchandising

WEB AND MULTIMEDIA

- Video & Photography
Directing, shooting, and post-editing.
- Digital Assets & Marketing Collateral