

# JOSEPH YONG

## GRAPHIC DESIGNER

Margate, Kent | Josephyong@hotmail.co.uk | 07424 336 897 | Josephyong.com

### PROFLE

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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

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**Raydar Magazine** **Margate, Kent**  
*Freelance Graphic Designer* 2021 - Present

- 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** **Margate, Kent**  
*Apparel Designer* 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.

**Freelance** **Margate, Kent**  
*Graphic Designer / Visual artist* 2018 - Present

- Successfully delivered 500+ designs for diverse clients over 5 years, maintaining a high satisfaction rate.
- Crafted 400+ logos, banners, and thumbnails, contributing to varied branding initiatives.
- Designed album covers, EP artwork and motion graphics for Music artists.

### EDUCATION

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**University for the Creative Arts** **Canterbury, Kent**  
Graphic Design July 2023  
Bachelor of Arts Honours | First Class

### AWARDS & ACHIEVEMENTS

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**D&AD AWARDS** **London, UK**  
*New Blood pencil* July 2023

Honored to be a recipient of the prestigious D&AD New Blood pencil 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.

**KFE4SKILLS** **Gillingham, Kent**  
*2<sup>nd</sup> place* June 2020

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

**HABIT** **Broadstairs, Kent**  
*1<sup>st</sup> place* June 2020

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

### SKILLS

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**Skillset:** Design Research / Communication / Visual Design / Project Management / Problem solving / Branding / 3D / Animation / Marketing / Art direction

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

#### Languages:

- English (Native)
- Chinese (Proficient)
- Hokkien (Advanced)