



I'm a Designer, Coder and Strategist.  
 I have both the creative and geek cap to switch between visual and coding mode.  
[www.iamdelby.com](http://www.iamdelby.com) [linkedin.com/in/delbyyeung](https://www.linkedin.com/in/delbyyeung)



## { Experiences

### Freelance (2005 - Current)

Art Director, UX/UI Designer, Graphic designer, Illustrator, Front-end developer

### Highlighted projects:

#### Mix+Match website, TAFE Western Sydney UX/UI Designer, front-end developer

To build a new responsive website for the Mix+Match campaign which let potential students to select their own study courses/method in order to fit in their schedule. Working together with head of marketing to create the user journey for the website and analyse the pattern and centralised how to information should be shown. Creating wireframe and the visual design for the overall website. Also working together with the back-end developer for any tweak after the feedback from the usability testing result.

The website has increase leads for enquiry and register for enrolment and the whole mix and match is well received. The mix+match project as a whole has also won the 2014 CommsCon Award.

#### Japanese Film Festival, Japan Foundation Sydney Graphic designer

Design all the marketing materials for 15th & 16th Film Festival from concept to finish. Works include the program booklets, Press Ads, Invitations, T-shirts, pull up banners, online banners etc. Also involved in liaising with printers, coordinate rundown and volunteers during the film festival.

The 15th Film Festival design is well received and has increased the total audiences by 50% .

The 16th Film Festival design has been shortlisted for Create Design Awards in 2013.

### Clients include:

- Aspire Financial Solutions
- ClearView
- Doq
- Hong Kong Baseball Association
- Intelligent Systems (Far East), Hong Kong
- JAL Airline
- Japan Foundation, Sydney
- Japan National Tourism Organization (JNTO)
- TAFE Western Sydney Institute
- TaxOne

### ClearView (2013 - Current)

Senior Graphic Designer

Design, produce and manage corporate, adviser and product materials including Annual Reports, PDS, customer brochures, seminar packs, forms and newsletters. Design and develop eDM newsletters and online advertising/banner campaigns.

### Be Learning (2013)

Senior Graphic Designer

Work on website, eDM design and social media. Also supporting in-house creative designer on proposals, presentations and various print creative materials.

### Visible Results (2012 - 2013)

Senior Graphic Designer

Producing high-quality edm, social media and prints for retail clients, confectionary and health care industries. Extract creative potential from each brief, and being proactive in the suggestion and implementation of creative new ideas and technologies as relevant to clients' goals.

### Mettle Group/ Chandler Macleod Group (2006-2010)

Digital designer / Front-end developer

Working together with software engineer and marketing team to redesign the company website and eDM as well as analysis the response rate and hit rate to the Marketing team. Promoted to the head marketing team when Chandler Macleod Group acquired Mettle Group. Works responsibility increase to print element as well. Main achievement is designing the Parachute solution Campaign digital materials, which successfully attracted media coverage and \$800K revenue for the company in its first month.

## { Skills

UX/UI	Web design	CMS
html	css2,3	Online banner
Web: Front-end development	Prepress	
eDM: Front-end development	illustration	
Art Direction	Flash (timeline)	
Branding	Graphic design	Print

## { Technical skills

<b>Id</b>	★ ★ ★ ★ ★ ★ ★ ★ ★ ★
<b>Ai</b>	★ ★ ★ ★ ★ ★ ★ ★ ★ ☆
<b>Ps</b>	★ ★ ★ ★ ★ ★ ★ ☆ ☆ ☆
<b>Fl</b>	★ ★ ★ ★ ★ ★ ★ ☆ ☆ ☆
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<b>W</b>	★ ★ ★ ★ ★ ★ ☆ ☆ ☆ ☆

## { Tools

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Adobe Illustrator | <input checked="" type="checkbox"/> Email Solution System (such as Campaign Monitor, Mailchimp, Portrait, Vision6...) |
| <input checked="" type="checkbox"/> Adobe Photoshop   | <input checked="" type="checkbox"/> Microsoft Offices   |
| <input checked="" type="checkbox"/> Adobe InDesign    | <input checked="" type="checkbox"/> Paper and pencil  |
| <input checked="" type="checkbox"/> Adobe Dreamweaver |   |
| <input checked="" type="checkbox"/> Flash (timeline)  |   |
| <input checked="" type="checkbox"/> Wordpress         |   |
| <input checked="" type="checkbox"/> Twitter Bootstrap |   |

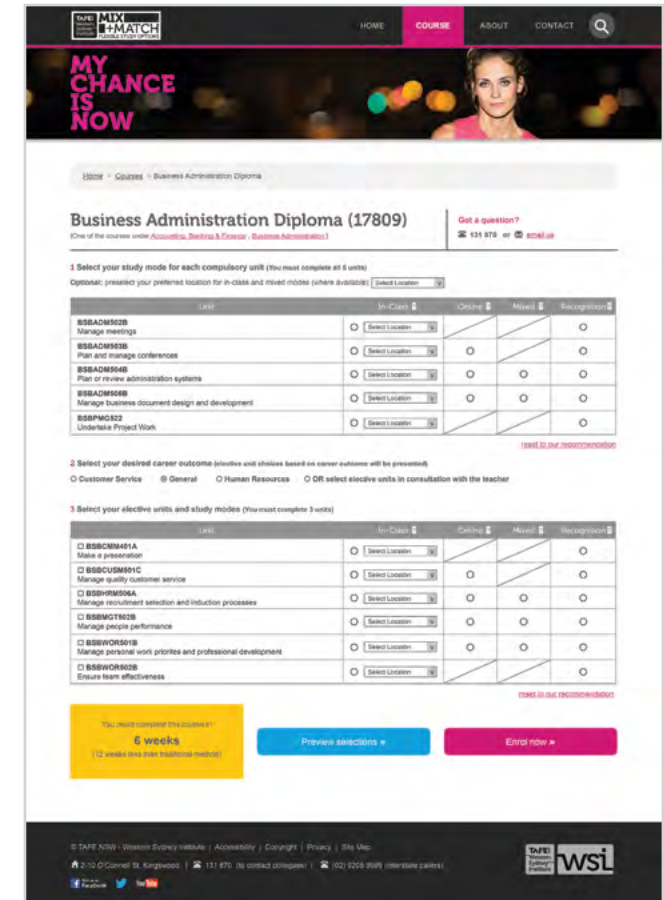
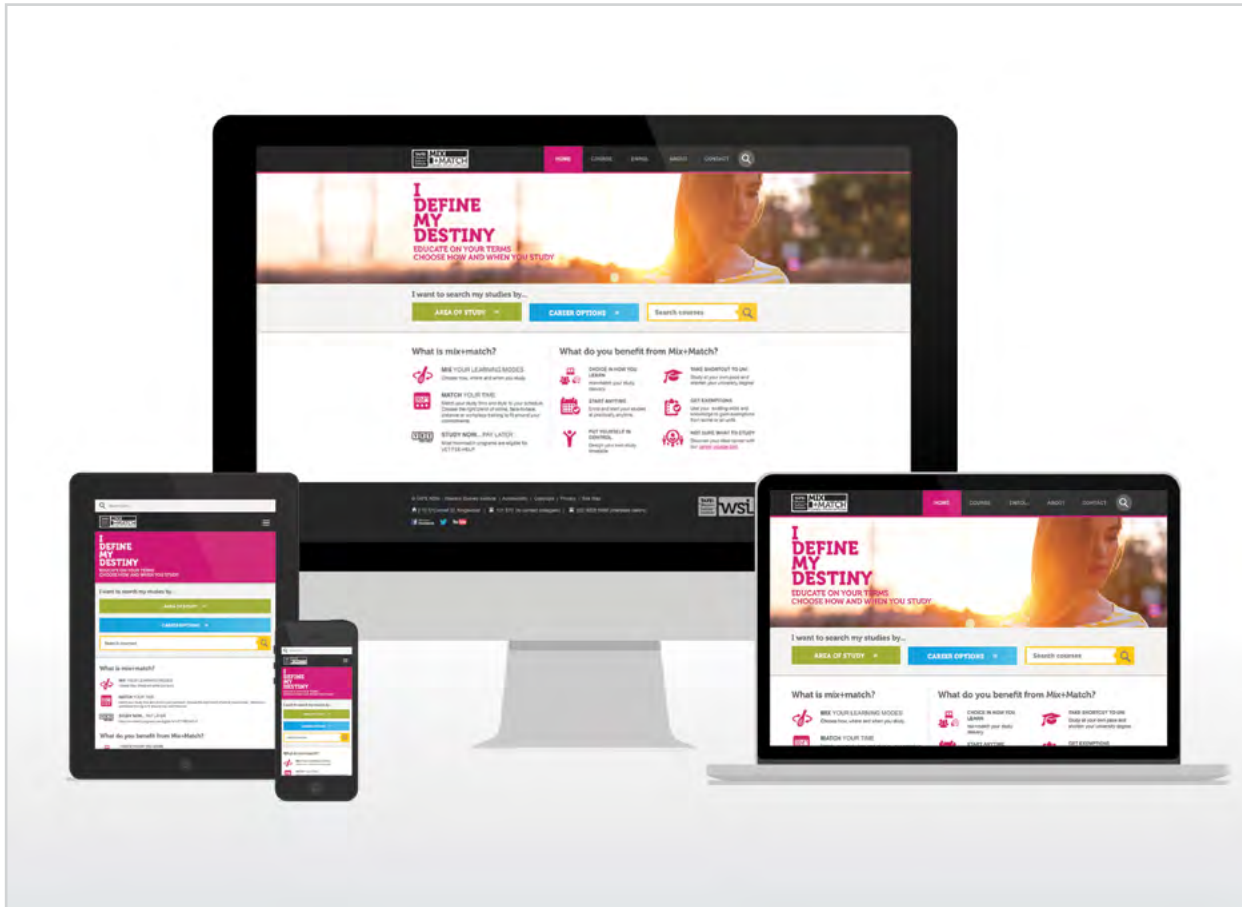




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{ Mix+Match website [www.mixandmatch.wsi.tafensw.edu.au](http://www.mixandmatch.wsi.tafensw.edu.au)





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## { Japanese Film Festival Event



**16th Japanese Film Festival**  
 See what's in Japan now!  
 featuring 39 films.

**ON NOW until November 25**  
 Event Cinemas, George Street  
[www.japanesefilmfestival.net](http://www.japanesefilmfestival.net)

**TIX ON SALE NOW!**  
 Don't Miss Out

**Documentary of AK47: Show Must Go On**  
 TONIGHT - 9:15pm  
 A backstage look at the realities of living a dream.

**K-On! Movie**  
 TOMORROW - 1:00pm  
 Anime's coolest girl band gets ready to take London by storm.

**Tug of War!**  
 TOMORROW - 1:15pm  
 How do you get your town out of a slump? Just pull!

**Tenchi: The Samurai Astronomer**  
 TOMORROW - 3:45pm  
 A young samurai's fate is written in the stars.

**Teacup**  
 SUN 18 Nov - 2:30pm  
 A widower embarks on a journey to fulfil his dearest wife's last wishes.

**Goosebumps - the Movie**  
 MON 19 Nov - 9:15pm  
 There's no such thing as coincidence.

**The Wings of the Kirin**  
 WED 21 Nov - 8:00pm  
 A bizarre murder mystery, bound up with secrets of the heart.

**Afro Tanaka**  
 THU 22 Nov - 9:00pm  
 Reality's tough when the biggest thing in life is your hair.

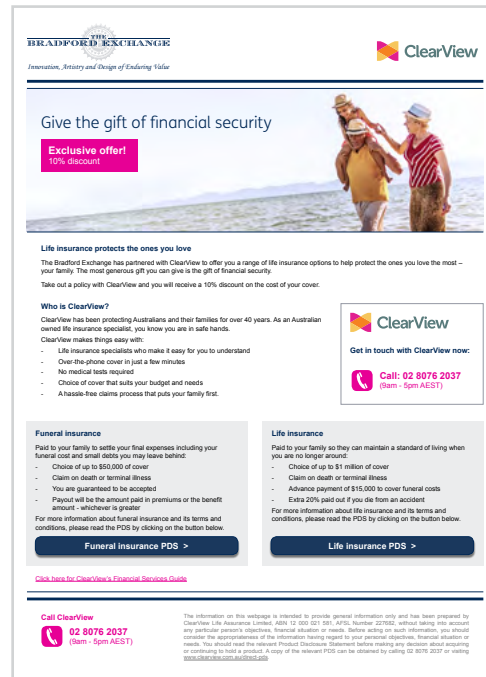


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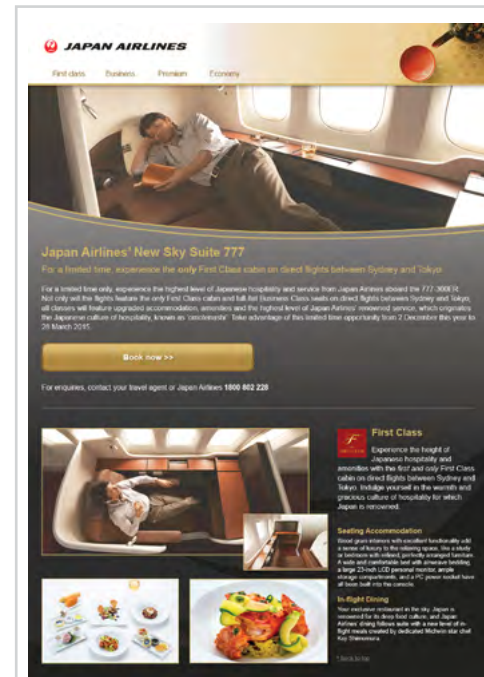
{ Web



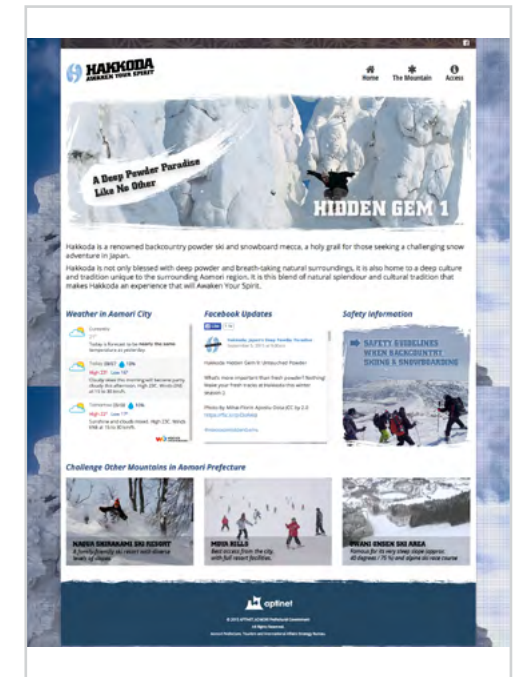
ChildMag Web design, Child Mag  
<http://www.childmags.com.au>



BX Campaign landing page, ClearView  
<http://www.clearview.com.au/bx>



JAL Suite 777 landing page, doq  
<http://au.fly-jal.com>



Hakkoda Ski Website, doq  
<http://hakkoda-ski.com>



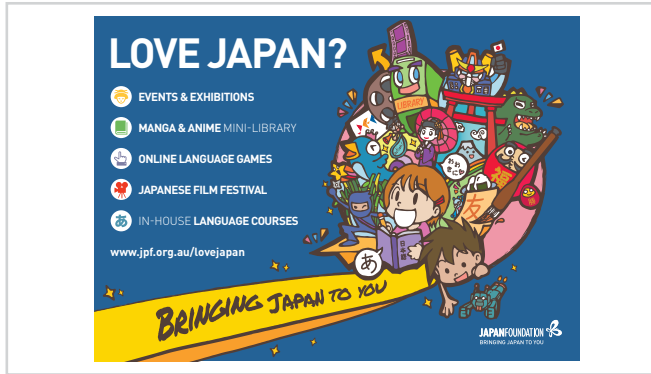
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{ Art direction/ Graphic design/ Illustration/ Branding



**VET FEE-Help**, TAFE Western Sydney Institute  
 Art direction/story board on VET FEE-Help video



**A6 flyer and advertisement**, Japan Foundation Sydney  
 Graphic design/ illustration/ typesetting



**Hoshino Resorts advertisement**, doq  
 Typesetting/ Prepress



**Aspire Financial Solutions Logo**, Aspire Financial Solutions  
 Branding



**VA Information flyer**, Villa Athena  
 Graphic design