

RUBY CHUNG

PORTFOLIO

rubychung.com

CONTACT

linkedin.com/in/ruby-chung-
+852 9255 1210
rb.chung97@gmail.com

A **creative problem solver** and **digital content designer** who is always on the lookout for new podcasts.

As a Content Designer at Ogilvy, I create impactful social media content from concept to completion. I excel at collaborating to develop and execute engaging content across platforms like Instagram and WeChat. My technical skills in Photoshop, Illustrator, and After Effects allow me to produce high-quality visuals, including a fully realized isometric animation project. Along with presenting comfortably in both English and Cantonese and providing English language support to my team, my experience also includes the launch of the Hongkong Land Instagram account.

EDUCATION

SCAD (HK) B.F.A.
Advertising & Branding
(Art Direction)

LANGUAGE

English (native)
Cantonese (native)
Mandarin (conversational)

SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe AfterEffects
Adobe InDesign
Powerpoint

EXPERIENCE

Ogilvy, Hong Kong | Content Designer (June 2024 - Present)
Junior Content Designer (Dec 2020 - June 2024)

- Collaborated with team members to prepare and deliver pitches, presenting design concepts and ideas in both English and Cantonese
- Provided art directions and ideas for diverse projects
- Enhanced animation skills through storyboarding and producing animated content
- Managed multiple client accounts concurrently
- Crafted content for various social platforms, including Instagram, Facebook, WeChat, and LinkedIn

Key Achievements:

- Executed all stages of an isometric animation project, from ideation and storyboarding to animation, using Illustrator and After Effects
 - Worked alongside the ACD to launch the Hongkong Land Instagram account, contributing to the overall strategy and execution of art direction, content ideation, copywriting, and more
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Branding Records, Hong Kong | Design Intern (Sep - Nov 2019)

- Acquired knowledge of WeChat post formats and generated content for the platform
- Gained proficiency in AfterEffects and crafted basic motion graphics for Instagram and Facebook
- Subsequently offered a freelance contract upon graduation

Skin Need, Hong Kong | Design Intern (Jul 2018 - May 2019)

- Spearheaded the rebranding of their company with a new logo and packaging designs that launched in November 2018 and have been utilized ever since
- Developed the branding for their new skincare line, BYOB, encompassing logo, packaging, and website art direction, which went live in November 2018
- Engaged in freelance work following the internship