HO YIN SIU

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HIGHLIGHTS OF QUALIFICATIONS

Over 10-year experience in multimedia design and development including web, motion, information and graphic design and implementation, video and audio editing, filming, photographing and images editing. 4 Years of experience in managing social media accounts, CMS, Wordpress and SEO management. Obtained Certified User Experience (UX) Designer from Akendi. Obtained Accessibility (AODA and WCAG) training.

Strong leadership and organizational skills. Great communication with clients throughout whole projects. Successfully organize and co-ordinate several projects at a time

Ability to perform tasks with a high level of accuracy and acute attention to details. Open to feedback and flexible to daily changes in priorities. Equally comfortable working independently as well as collaboratively as part of a team.

Software: Adobe Creative Cloud (Photoshop, Premiere, After Effects, Illustrator, InDesign, Dreamweaver and Animate), Sketch, Figma, , Lightroom, Apreture and Phase One Capture One, Google Web Designer
Programming languages: HTML5, CSS3, JavaScript, JQuery, PHP, Bootstrap, MySQL, XML and Action Script 3
Trilingual: English, Cantonese, Mandarin

PROFESSIONAL EXPERIENCE

Senior Multimedia Specialist, Medcan (9/2022 – present)
- Manage the rebrand initiative: design and create all new brand-refresh materials including product and services logos and icons, color palette, brand patterns, etc.
- Work with the brand and communication team and team director to create the brand guidelines
- Manage the creative team to develop B2B and B2C assets across print and digital channels to support the business
- Create design templates to increase work efficiency
- Design and create digital UI elements and information design assets to support numerous marketing campaigns such as layout design, digital assets, illustrations & more, e.g. email mockups, one pagers, banner ads, infographic materials, PowerPoint presentation, etc.
- Analyze and convert information from brief into visual elements that are easily understood and engaging for end users
- Work with business stakeholders to understand creative needs across the varying aspects of the business
- Work with the email automation team to manage the salesforce platform
- Design and create HTML5 motion graphic and animated banner display ads
- Manage internal and external business media content including photographing, filming and editing photography and videography materials
- Collaborate with the team to ensure timely development, launch, and implementation of campaigns
- Budgeting the media production equipment

Senior Publishing Content Specialist and Multimedia Developer, Loyalty One (7/2017 – 9/2022)
- Design and create digital UI elements and information design assets, e.g. icons, banner ads and infographic materials
- Analyze and convert information from brief into visual elements that are easily understood and engaging for end users
- Design and create HTML5 motion graphic and animation pieces by Adobe Animate and Google Web Designer
- Design and create HTML5 animated banner ads for internal use and external Google Adwords and social media platform
- Photographing, filming and editing social media stories (photos and videos)
- Working in an agile environment with a scrum framework
- Cross collaboration with creative, marketing, UX and DX teams to create and execute AODA compliant and effective digital and mobile experiences
- Project lead for team for rebrand initiative. Worked directly with UX, product and DXP teams to effectively update all website pages. Provided stakeholder review to ensure UX designs were actionable via Adobe components. JIRA was used to assign and keep initiative moving along
- Project lead for team for company-wide initiative: AODA compliancy which spanned 6 months. This required constant QA testing (SiteImprove, screenreaders and keyboard testing), revising code and working in conjunction with product and marketing to ensure design and messaging were consistent with brand guidelines and appropriately interpreted via HTML, CSS and AA compliant
- Follow proper accessibility practices and AODA & WCAG guidelines to maintain the Air Miles website is AODA & WCAG Compliance
- Create low-fidelity sketches, wireframes and high-fidelity prototypes
- Build and design pages for mobile/tablet/desktop view on Adobe Experience Manager (AEM)
- Web Content publishing on Adobe Experience Manager (AEM) & leverage data in Adobe Audience Manager to target different audience in Adobe Target
- Identify and fix accessibility issues by following Siteimprove accessibility guidelines and accessing Siteimprove report

Web Publisher and Motion Graphic Developer, Loyalty One (7/2014 – 6/2017)
- Deliver Motion and Animation pieces on time and within specification requirements
- Create Flash & HTML5 animation in collaboration with Art Directors
- Create external ads on Google Adwords platform and DV360
- Produce a timely and accurate creation of, modification to, and uploading of, sales and marketing campaigns (Push Notifications and Mobile Content Container) to Rover and Contentful, Open Ad Stream (OAS), Xasis and ATG
- Create HTML from scratch using various applications
- Edit HTML and Javascript to client specifications
- Work closely with the Web Publishing Manager to handle multiple projects concurrently while adhering to different work-back schedules and milestones
- Provide quality control screenshots of all projects upon final delivery
- Use ad server application to traffic ads
- Review and adhere to work-back schedules
- Ensure all appropriate quality control checks are done prior to release for production
- Work on major projects that are key to the AIR MILES Reward Program (AMRP)
- Liaise with Account Executives and Project Managers to ensure all deliverables are executed within the specified timeframe
- Communicate with IT on any technical issues for efficient resolution

Multimedia Specialist and Web Developer, Walden (11/2007 – 06/2014)

- Manage and conduct photo and video shoots (portrait and products) for commercial campaigns (e.g. Cuisinart, Newman's Own Salad Dressing, Dan Aykroyd's Crystal Head Voyka)
- Produce and edit commercial videos and audios (Premiere and After Effects)
- Lead photo selection and editing (visual imperfections editing, colour correction, composite images creation) for commercial publications and websites to enhance critical image quality
- Design, build and update commercial websites and email newsletters with a sound knowledge of traditional and new media technologies
- Design graphic commercial materials e.g. logos, posters, brochures, etc.
- Create and manage social media applications
- Collaborate with the marketing team and clients to ensure deliverables meet initial requirements
- Assure optimal maintenance of technical equipment (cameras, lights, batteries)
- Manage SEO (Search Engine Optimization)
- Develop, manage and maintain interoperable photo databases and archives (private and royalty free)
- Train and provide guidance to peers and clients for web management

Videographer and Photographer, Toronto Kids Fashion Week (5/2019 – Present)

- Filming and photographing Fashion Week events
- Video and Photos Editing
- Produce content for web and social media platforms in a tight timeline

Photographer and videographer, Hoyin Siu Studio (3/2008 – present)

- Produce photography and videography services
- Photo and Video editing
- Organize, coordinate and lead photo/video shoots with clients and creative teams (talent agencies, wardrobe stylists, markup artists and hair stylists)
- Design and build flash animations and motion graphics. Design logos, brochures and posters
- Self-develop and promote my own company. Define objectives and goals. Enhance clientele and business development
- Manage social media to build up business and network with clients
- Manage marketing applications (Google Webmaster, Google Analytics, Google Adwords) to keep track of the website traffic and develop strategy for marketing
- Define and negotiate the most cost-effective approaches (human and technical resources) to meet client expectation. Prepare proposal and contracts

Videographer and Photographer, TOM* Toronto Men's Fashion Week (3/2016 – 12/2018)

- Filming and photographing Toronto Men's Fashion Week events
- Video and Photos Post production for online and social media use in a tight timeline

Media Specialist, Ontario Gay and Lesbian Chamber of Commerce (OGLCC) (12/2012 – 12/2014)

- Create and edit OGLCC events images for online and social media use
- Coordinate with event organizers to ensure optimal coverage
- Social and Community relationship management

Multimedia Assistant, College of DuPage Multimedia Services (10/2006 – 6/2007)

- Website design (flash), video and audio production, video filming and editing, online streaming maintenance

Research Assistant, The Hong Kong Institute of Education (10/2005 – 7/2006)

- Conduct research on IT Education
- Develop software for Pocket PC

Photographer and Designer, Blaze Communication (7/2004 – 7/2006)

- Design magazine layout, logos, brochures and publicity materials
- Produce landscape and portrait photographs for magazines
- Create commercial and e-commerce websites. Design Flash animations using Action Script

EDUCATION

Akendi, Toronto, Canada (2017)
Certified User Experience (UX) Designer

College of DuPage, Illinois, US (8/2006 – 6/2007)
Photography Associate Degree
Film and digital photography. landscape, portrait, studio. Adobe CS. large-format camera
techniques

Hong Kong Polytechnic University (9/2002 – 5/2005)
BSc (Hons) in Information Technology
Programming, website development, multimedia software