




Roy Yeung

Creative Visual  
Designer

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### About me

As a Creative Visual Designer who holds over 9 years of industry and freelance experience, I have a proven track record in successfully delivering creative solutions for domestic and international clients. Having played an instrumental lead role in the development and delivery of the partypoker, Foxy Bingo/Casino and Martech Alliance rebrands, I have developed additional skills in, art direction, Cinema 4D, leadership/strategy and the ability to inspire, nurture and mentor talent.

I am now pursuing the next big challenge in my career. A platform where I can make a positive impact by sharing my passion, wealth of knowledge/experience whilst maintaining the desire to continue to evolve and deliver to the best of my abilities.

Away from design, I enjoy most sports, especially football. Travel; experiencing new cultures. Food, especially seafood and trying new cuisine. I love cooking, especially BBQ's. And photography... passion and appreciation for moments captured through a lens.



Food / Photography /  
Creativity / Music / Travelling /  
Football / Laughing



Mosquitos / Durian /  
Sprouts

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### Experience

#### Emigrated To Colombia / Apr 17 - Jul 17

##### **GVC Group / Senior Digital Designer / Jan 17 - Apr 17**

Foxy Bingo and Foxy Casino rebrand / Digital delivery under extremely tight and high pressured deadlines / Supporting team members in delivering high frequency of online assets / Ensuring new Brand Guidelines were executed across both brands / Conceptual creative brain storming sessions with team members, CRM managers and Copywriter / Photo retouching

##### **Martech Alliance / Freelance Creative Visual Designer / Nov 16 - Jan 17**

Delivery of full branding for a Martech start up agency / Collaboration with developer in delivering website with CMS / UX and UI wire framing and iconography / Responsive mobile / Information architecture / Effective client liaising throughout

#### **Career Break / Travelling Around South America, North America and Asia / May 16 - Sep 16**

##### **Bwin.Party Digital Entertainment / Senior Visual Designer / Aug 08 - May 16**

Team Lead, mentoring team members and supporting management / Interim Creative Director role in signing off all creative delivery for MarCom London / Lead Designer on all headline promotional campaigns (online/offline) from concept to completion / Lead Designer for major rebrand of partypoker.com and implementing new creative direction as well as assisting the new nj.partypoker.com launch in New Jersey, USA / Brand guardian / Always remain professional and calm in a fast pace environment whilst responsible for multiple requests and deadlines / Collaborative mentality by always ensuring availability to provide feedback and support teams members to achieve the best solution possible / The successful implementation of Cinema 4D proved to be cost effective to the department. Moreover, this direction provided a positive impact in efficiency by streamlining creative delivery. As a result, this lead to consistency, harmony and a unique identity, that set us apart from the rest of the market

**BBC Worldwide / Web Designer / Nov 07 – Mar 08**

Annual Showcase Microsite / Digital Ad Sales Presentation / Interactive Christmas eCard / Internal site maintenance

**Freelance Graphic Web Designer / Apr 06 - Aug 07**

Client facing / Branding / Website design and build / Photography

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**Skills**

**Know my stuff**

Adobe Photoshop / Illustrator / Indesign / Maxon Cinema 4D / Artwork / Print / Photography / Microsoft Office

**Working knowledge of**

XHTML / CSS / UI / UX / Adobe After Effects / Premiere / ActionScript / Dreamweaver / Flash / Trello / CQ5 CMS / Documentum CMS

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**Education**

Southampton Solent University 01 – 04 BA (Hons) Multimedia Design

Southampton Solent University 99 – 01 HND Graphic Design

Halesowen College, Halesowen 97 – 99 ADV (BTEC) GNVQ Art & Design

Castle High School, Dudley 92 – 97 GCSE

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**Achievements**

**Pro Bono WHF Wild Cat Sanctuary, Ashford 09 - 12**

Voluntary team work and manual labour to make improvements to the cat sanctuary

**Pro Bono Beormund School, London 08 - 09**

Voluntary assistance in art work around the school and day trips to Sea Life London Aquarium / Inspiring, communicating and encouraging young pupils to reintegrate into mainstream education

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**Work and Character Reference:**

Available on request



<https://uk.linkedin.com/in/royyeung81>