

## **Pui Ki, Li**

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### **Professional Profile:**

- Current Year 2 full-time student in Interactive Design (User Experience major)
- Supportive and creative information technology assistant with over 5 years of experience in graphic design, video editing, website development and other social media production
- Experienced in organizing events as a part-time campsite assistant for more than 2 years
- Equipped with advanced knowledge of event planning in studying event management

### **Education:**

#### **2-Year Diploma of Interactive Design (User Experience major)**

Southern Alberta Institute of Technology (SAIT) | September 2023 - Present

#### **Program Content**

- Web Development: The fundamentals of creating accessible and functional websites, covering topics such as HTML, CSS, JavaScript, and responsive design
- User Experience Design: Focused on enhancing user satisfaction by exploring the UX design principles of wireframing, prototyping, testing and assessment to create intuitive and user-friendly digital experiences
- Visual Communication: The principles of graphic design in colour theory, typography, and layout techniques to effectively convey messages through visual elements
- Digital Media Foundation: The basics of digital media, including graphics, audio, and video production, offer a foundational understanding of multimedia content creation

#### **Bachelor of Science - Digital Media (Top-Up)**

University of The West of England, Bristol | February 2018 - February 2019

#### **Program Content**

- 3D Modelling and Animation: The use of software tools and workflows to create visually appealing digital content through 3D modelling and animation techniques
- Interaction Design: Focusing on creating seamless and engaging user experiences through the application of interaction design principles, user-centric approaches, and usability testing methodologies
- Audio-Visual Production: A comprehensive multimedia creation course that covers audio and video production, including scriptwriting, recording, editing, and post-production
- Creative Technologies Project: Collaborated on projects, utilizing both creative and technical skills to develop innovative solutions while fostering a multidisciplinary approach to problem-solving

## **Bachelor of Business – Event Management (Top-Up)**

Griffith University | September 2014 - August 2015

### **Program Content**

- Event Operations: Acquired skills in logistics and operations crucial for organizing successful events
- Event Risk Management: Learned techniques for identifying and managing risks associated with events
- Event Production and Design: Explored creative aspects of event production and design
- Event Project Management: Applied project management principles to event planning and execution
- Digital and Social Media Marketing for Events: Utilized digital platforms for event promotion and engagement

### **Skills:**

- Proficient in Microsoft Office Suite 365 (Word, Excel, PowerPoint, Forms, Outlook)
- Solid organizational and interpersonal skills
- Utilized technical and creative skills to develop innovative solutions in various projects
- Team player with the ability to work independently

### **Volunteer Experiences:**

#### **Club President**

Hong Kong Culture Club, SAITSA

May 2024 – Present

- Guide and direct the club with solid leadership and vision to sustain the club's value and community development
- Engage with individuals and organizations outside of the club to promote Hong Kong culture to SAIT fellow students
- Coordinate and oversee the work of other executive members to maintain a well-organized club structure and smooth club operation

#### **Graphic Designer**

Hong Kong Culture Club, SAITSA

September 2023 – April 2024

- Designed promotional materials, including posters, banners, and social media graphics, enhancing the club identity of the Hong Kong Culture Club
- Collaborated with the club's executive members to create visually appealing and informative materials for cultural events and activities

#### **Cub Scout Leader Assistant**

1527<sup>th</sup> Hong Kong Group, Hong Kong Scout Association

August 2012 – August 2023

- Assisted in planning and organizing weekly Cub Scout assemblies to perform educational and recreational activities for Cub Scout members
- Supported and collaborated with other Cub Scout leaders to implement scouting programs focusing on interpersonal development, teamwork, and outdoor skills