

# Keon Wong

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**Portfolio:**  
keonw.com

I am a multidisciplinary designer based in Manchester with a focus in identity design, motion design and multilingual typography.

Apart from my fluency in the core Adobe creative suite, I also have 1 year of experience in motion design with After Effects and am learning Cinema 4D.

My experience extends to creative direction, photography, filmmaking & video editing, sound design, copywriting and UX/UI research & design. I'm also a published poet.

My latest completed project was a brand identity for 26, a not-for-profit writing organisation.

## Experience

Mar 2023 -  
Present

### Graphic Designer

Don't Panic Events

- Managed print and digital graphics across 30 live and virtual awards, with a focus in branding, motion design, social media collateral as well as copywriting.

Jun 2022 -  
Present

### Freelance Graphic Designer

26 Writers

- Designed the brand identity for their newest annual event, 26 wordstock, centering on the theme of writing and conservation. Developed a logo system, brand guidelines, print merchandise, as well as static and animated social graphics for the campaign.

Walker Jansseune Brand Communications

- Comissioned with 2 motion design projects for their client, Stored Value Solutions, in participation in the GCVA Convention 2023, with a £1200 budget.

Obiter Dicta - University of Warwick's Law Magazine

- Lead visual design and creative direction for the publication's rebrand. Implemented creative strategy and design systems for their rebranded identity, editorial and web design, motion graphics, and social media content creation.
- Results within **one month of joining**: audience reach and engagement on Instagram rose **43%** and website visits by **68%**. Unique website visits also increased by **52%**.

Nov  
2022

### Werkhouse 2022 Work Experience Weekend

Werkhouse Bristol

- Designed a spatial experience concept for live sector charity, Penny Brohn UK. Presented strategy and concepts for use in the charity's new acquisitions; testing tone of voice, customer journey and user experience through copywriting and prototypes.
- Planned and strategised with creative directors and designers from Mr B & Friends, Sunhouse Creative, Diva, Taxi Studio, Halo, Proctor+Stevenson, HOME, Enviral, Osborne Pike, Walker Jansseune and Writing+Thinking.

Jul  
2020

## **Product Photographer**

Colour Jewels Hong Kong

- Oversaw photography for ~800 pieces of high-end luxury jewellery products. Reduced editing time and cost by 50%.

## **Education**

Oct 2022 -  
Jan 2023

### **Google UX Design Professional Certificate**

Coursera

- **Skills:** User Research; UI/UX Design; Information Architecture; Wireframing; Prototyping; User Testing; Figma; Adobe XD; Responsive Design; Interactive Design; Designing for Accessibility & Equity
- Designed 3 end-to-end projects: 1 mobile app, 1 responsive website system & 1 cross-platform digital experience (web and mobile compatible).

## **Publications**

Jul  
2023

Poetry & photography featured on **Hintology Magazine**.

Feb  
2023

Personal poetry collection "Homing" published under **Horizon Magazine**.

Jan  
2023

5 poems published in **Querencia Press Winter Anthology 2023**

Dec  
2021

Poem published in **University of Warwick's Kamena Magazine**.

Mar  
2021

Documentary photography published in **Kung Kao Po**, a Hong Kong newspaper.

## **Honours**

Apr  
2022

Longlisted in **Outspoken Poetry Awards 2022**, Page Category.

Jan  
2022

Winner of **The Horizon Magazine Poetry Chapbook Competition 2022**.