

ELAINE LAI YI TING

Mandarin, Cantonese, English speaker

EDUCATION

▶ INTERACTIVE MEDIA DESIGN - ONTARIO COLLEGE DIPLOMA

JAN 2024- APR 2025
FANSHAWE COLLEGE, LONDON, ON, CANADA
This two-year diploma provides comprehensive training in computer-based web design

▶ BACHELOR OF BUSINESS ADMINISTRATION

2014- 2017
NORTHWOOD UNIVERSITY

▶ BACHELOR OF BUSINESS ADMINISTRATION IN HOSPITALITY MANAGEMENT

2014-2017
HOTEL INSTITUTE MONTREUX, SWITZERLAND, MONTREUX

SKILL

Software

FIGMA, ADOBE SUITE, CINEMA 4D, MICROSOFT OFFICE, JIRA

Design

SURVEYS, PERSONAS, PROTOTYPING,
WIREFRAMING, AGILE DESIGN THINKING

Programming

HTML, CSS, SASS, JAVASCRIPT, PHP, SQL, VISUAL STUDIO CODE

EXPERIENCE

▶ SALES COORDINATOR

2023
ALVA HOTEL BY ROYAL, HONG KONG

Designed a wedding brochure for the Events & Catering department, showcasing ceremony, lunch, and dinner packages.

Created a visually appealing, brand-aligned design to attract wedding clients.

Worked with sales and marketing to ensure clear communication of event services.

▶ E - COMMERCE AND DIGITAL MARKETING EXECUTIVE

2018-2021
FOODFAIRHK.CO, HONG KONG

UI/UX Design: Created intuitive wireframes for an e-commerce site, enhancing navigation and engagement.

Collaboration: Worked with developers to translate designs into technical requirements.

Digital Strategy: Managed social media campaigns, leveraging analytics to boost visibility.

Project Management: Coordinated content production and maintained project timelines.

VOLUNTEER

▶ WEBSITE WIREFRAME DESIGNER

2024-NOW
ADVANTAGE COMPLETE, CANADA

Developed the wireframe for the new homepage of the Advantage Complete website, focusing on user-friendly layout and intuitive navigation.

▶ GRAPHIC DESIGNER INTERN

2025
HISTORIA

Developed a complete brand identity for Historia Studios, including logos, business cards, social media banners, branded email footers, a versatile color palette, and cohesive typography for consistent visual communication across all platforms.

▶ GRAPHIC DESIGNER INTERN

2025
AGORA CONNECTIONS

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