Alan Lee

Art Direction
Hong Kong SAR

View the full portfolio at http://www.thecreativefinder.com/alanlee

Professional Experience and Curriculum Vitae
I am Alan Lee – a freelance graphic designer based in Hong Kong. I have over six years of professional experience and my portfolio is an eclectic mix of national and international clients from US, Russia, Estonia, China, and Australia. Having created logos and brand identities for companies of all sizes, I have gained an in-depth understanding of global design concepts.

Before launching Monogum Creative, I studied Art with a major in Visual Communications at the HKIVE Art & Design Institute, Hong Kong. I then went to work in a website design company and subsequently in an advertising agency, where I worked on several ad campaigns. My stint with React Design, a Canadian Studio, was the turning point in my career as I gained extensive exposure and experience in designing. From designing menus for luxury hotels to packaging and marketing collaterals, I worked on scores of projects for international clients, which include the likes of Sup-prem (Asia) Limited, Fluid Design, and Li & Fund Trading Limited.

My work on the Jeppe Hein project has been highly appeciated and has won me the coveted 39th Creativity Annual Sliver Award under the business card design category in 2009. In 2010, designbay.com awarded me the title of ‘Best New Logo Designer in Asia’. These honors and accolades only push me to grow as a designer and do a better job each time.

Design Philosophy:

I strongly believe in doing things differently all the time. I take on each project like a new challenge and seek to push my creative boundaries to deliver something unique and awe-inspiring. This ensures a flow of new ideas and a high level of enthusiasm. I also believe that a design made in a hurry is not a job well done. The process of designing, reviewing, critiquing, revisiting and revising may be a time-consuming process, but my clients’ satisfaction makes it all worthwhile.

Previous Clientele
Polytrade Paper Ltd.
Hong Kong Chinese University
Li & Fung (Trading) Ltd.
Ego Pacific Ltd.
Kumon China Co., Ltd.

Awards and Accolades
Please kindly get in touch for more information.

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