

• Man Shu Fat

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www.manshufat.com

文樹發 Man Shu Fat

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01

personal details

NAME Man Shu Fat SEX / NATIONALITY Male / Chinese PLACE OF BIRTH Hong Kong

CONTACT ADDRESS Flat 7, 13th Floor, 6 Tak Man Street, Hunghom, Kowloon, Hong Kong MOBILE 9424 0100 EMAIL manshufat@gmail.com PORTFOLIO WEBSITE WWW.MANSHUFAT.COM

COMPETENCES Education UK Degree in graphic design , Graphic Veteran Layout, artwork and print production , Influential 10 years in Creative Director level and manage a team of 20+ designers , 4A's Work Experience Leo Burnett, Saatchi & Saatchi X , Spatial Storytelling integrated experience design , Strategy Development Market driven and incorporate uptrend elements , Awards Galaxy, Mercury, Astrid Awards

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education

TERTIARY London College of Printing and Distributive Trades Elephant and Castle, London SE1 6SB, United Kingdom BA (Hons) Graphic Design Typography / History of Art & Design / European & American Studies THESIS Deconstruction in Art & Media

SECONDARY Diocesan Boys' School / Mongkok, Kowloon, Hong Kong Form one to form five

PUBLIC EXAM HKCE English - A Chinese - C Mathematics - C Physics - C Biology - C

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work experience

11.2018 - present **Creative Director / Shepherd Communications Ltd**

Manage a team of 7 designers / Generate concepts and deliver graphic layout
GRAPHICS / BTL HKT, SmarTone, Bank of China Communications

04.2018 -10.2018 Travelling / Freelancing / Short Courses - e-Shop Creation and Digital Marketing

09.2013 - 04.2018 **Creative Director / Pico International (HK) Ltd**

(4.5 years) Direct report to Managing Director Hong Kong (Ms Anne Li)
Manage a team of 20+ designers (3D & 2D) / Generate and execute design concepts

CLIENT

EVENT / EXHIBITION / FESTIVE DECORATION Volkswagen, Mercedes Benz, Elements, VTC, EMSD, Cityplaza

10.2006 - 03.2013 **Creative Director / Speedy Design Communications**

(6.5 years) Direct report to company owner (Ms Joyce Ngan)
Manage a team of 10+ designers / Generate ideas and supervise creative projects

CLIENT

EVENT / BRANDING / GRAPHICS / BTL CLP, Volkswagen, Mercedes Benz, Windsor House, Leica, PolyU ITC

12.2005 - 10.2006 **Design Director / Saatchi & Saatchi X**

(1 years) Direct Report to Managing Director (Mr Louis Cacciuttolo)
Shopper insights / Frequent travel to PRC to co-ordinate with clients / Graphic layout and artwork

CLIENT

SHOPPING MARKETING P&G's Pampers / Walmart Shenzhen Babycare Centre

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03

work experience

04.2001 - 04.2005 **Design Director / Leo Xpress of Leo Burnett Limited**

(4 years) Generate and execute design concepts / Responsible for presentation and client communication / Graphic layout and artwork / Frequent travel to PRC to co-ordinate with clients

CLIENT

BRANDING / GRAPHICS / BTL Swire Offices, P&G, McDonald, Ferrero Rocher, UL, Hang Seng Bank

04.2000 - 03.2001 **Senior Art Director / Bentley Porter Novelli**

(1 year) Work and supervise projects with a design team of 10

CLIENT

MOVING IMAGES / EVENT / BRANDING / GRAPHICS / BTL Henderson Land, HK Cyber University, Contact Singapore, PCCW

08.1998 - 04.2000 **Art Director / Rainfield Creative Services Limited**

Direct report to Founder (Mr. Henry Lui)

CLIENT

GRAPHICS / BRANDING Hongkong Electric Co., Macau Cable TV

06.1996 - 04.1998 **Assistant Design Manager / Easyfil International Co. Limited**

Work and supervise projects with a design team of 15

INHOUSE GRAPHIC DESIGN Responsible for planning and implementation of design development projects / Graphic layout and artwork

03.1994 - 06.1996 **Art Director / Masterline Communications Limited / DFMC Advertising Limited**

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awards

2016 Marketing Excellence Awards_Silver (Excellence in Event Marketing):
Mercedes-Benz E-Class HK Launch / 2011 Galaxy Awards_Gold (Public Relations_Exhibition
Presentation): KAAA Exhibition / 2011 Mercury Awards_Gold (Custom Publications_Archival
Collection): HKHP Pictorial Guide / 2011 Galaxy Awards_Bronze Award (Promotion_Heritage
Preservation): HKHP Pictorial Guide / 2011 Astrid Awards_Gold Winner (Invitations): Leica Store
Grand Opening Invitation / 2010 Mercury Awards_Gold Award (Design_Archival Collection):
Hong Kong Heritage Project - Archive Pictorial Guide / 2010 Galaxy Awards_Best of Promotion:
Volkswagen Hong Kong - New Beetle Art Gallery

05

computer literacy

Macintosh / PC / All round skills on DTP (In Design) / Graphic (Illustrator / photoshop)
Presentation and clerical (Keynote / Microsoft office) / Web (Wordpress)

design influences

8v0 / Build / Jan Tschichold / Vaughan Oliver / Why Not Associates
Wim Crouwel / Dieter Rams / Kay Bojesen / Jasper Morrison / Mutabor
Font foundries - FontShop, Hoefler & Co.

recent learning program

e-Shop Creation and Digital Marketing / Welkin Hong Kong
Exhibition Design / Node Center Berlin

06

date available

One month notice