

# Béatrice Sathida Hug

## Education

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**2019**

**University of the Arts London, London**

**London College of Communication**

Postgraduate Diploma, Design for Visual Communication

**2016**

**Savannah College of Art and Design, Hong Kong**

B.F.A. Advertising

GPA: 3.6 / 4.0

Dean's List

Artistic Scholarship for Savannah College of Arts and Design

Academic Scholarship for Savannah College of Arts and Design

## Experience

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**2018 - 2019**

**Sassy Media Group**

Art Director

Overseeing all creative and brand direction at a group level for SMG's online lifestyle publication brands: Sassy (Hong Kong) and Sassy Mama (Hong Kong, Singapore and Dubai)

**2017 - 2018**

**Sassy Media Group**

Graphic Designer

Digital design, UI/UX design, video and creative at a group level for SMG's online lifestyle publication brands.

**Summer 2016**

**Ogilvy & Mather Hong Kong**

Creative Intern

Art direction and copywriting for: Huawei Mobile, KFC, Nike, NorthFace, Pizza Hut, Redbull

**2015 - 2016**

**PassKit**

Graphic Designer

In-house graphic design and creative for a Hong Kong based tech start-up delivering engaging digital customer experiences.

**Summer 2015**

**DDB Group Hong Kong**

Future Bernbachs

Creative Intern

Part of a group of 20 applicants selected for a five-week summer intern programme. Client: Hang Seng Bank

**Summer 2014**

**TBWA\HK**

Copywriting Intern

Copywriting and creative concepting on the DAN team for: Aids Concern, Infiniti Motor Company, MasterCard, NBA, Standard Chartered Bank

## Skills

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### Languages

Native English

Intermediate High German

Conversational Thai

Basic French

### Programs

Adobe After Effects CC

Adobe Illustrator CC

Adobe InDesign CC

Adobe Photoshop CC

Adobe Premiere Pro CC

### Applied

Art Direction

Branding

Copywriting

Creative Concepting

Graphic Design

Public Speaking

Videography

## Citizenship

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Hong Kong Permanent Resident

Swiss National

