

Béatrice

Hug

Graphic Design & Art Direction

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Hi —

I'm Béatrice, a Swiss-Thai designer from Hong Kong, newly based in London after completing my Post Graduate Diploma for Visual Communication at UAL.

I subscribe to the belief that good design cannot exist without even better copy, and strive to seamlessly pair the two in my approach to advertising and branding.

Education

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, Academic Scholarship, Artistic Scholarship

2018 — 19
Sassy Media Group, Hong Kong
Art Director

Overseeing creative and brand direction for [Sassy Media Group's](#) online lifestyle publications: [Sassy \(Hong Kong\)](#) and [Sassy Mama \(Hong Kong, Singapore and Dubai\)](#).

Organised content creation, strategy and branding with the launch of [Sassy Hong Kong's](#) [podcast, Sassy Speaks](#). Introduced client partner videos resulting in a new revenue stream for the company. Achieved concepts, pitching and videography with [30+ videos produced](#).

2017 — 18
Sassy Media Group, Hong Kong
Graphic Designer

Digital design, UI/UX, video and creative at a group level for SMG's brands. Improved image styling, brand guidelines with overall brand strength and recognition as a result. Improved sales offers by creating customised creative brand solutions for clients.

Coordinated external web development team for site relaunch within 6 months. With site redesign, achieved growth in email database and social media followers by 17% and a record of 1.8 million+ monthly page views.

2016 — Present
Freelance, Hong Kong New York
Graphic Designer

Branding and graphic design. Notably, parenting magazine [New York Family's](#) recent rebrand, social media management for women's athleisure brand, [FeloSOPHIE](#) and currently completing a UX/UI project for tech company [PassKit's](#) latest product launch.

2015 — 16
PassKit, Hong Kong
Graphic Designer

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

Created infographics, decks and UI/UX design for [PassKit's](#) digital products. Full rebrand for PassKit including easy-to-use brand guidelines and templates for the team.

Skills

Programs



Technical

Art Direction
Branding
Copywriting
Graphic Design
Idea Generation
Public Speaking
Print Design
UI/UX Design
Videography

Languages

English — Fluent/Native
French — Basic
German — Intermediate
Thai — Intermediate

Internships

Ogilvy & Mather, HK Creative Intern

DDB Group, HK Future Bernbachs Creative Intern

TBW\HK Copywriting Intern

Asia City Media Group, HK Marketing Intern

