

# YU CARINA

UI/UX DESIGN AND MARKETING

[www.yucarina.xyz](http://www.yucarina.xyz)  
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## SKILL

### DESIGN-

Photoshop  
Illustrator  
InDesign  
AfterEffect  
Invision

### RESEARCH-

Google Analytics  
SPSS

### DEVELOPMENT-

WordPress  
HTML  
CSS

## EDUCATION

### 2014-PRESENT

**The University of Hong Kong**  
Bachelor of Business Administration  
Marketing, Global Creative Industries

## WORK EXPERIENCE

### 2018 JANUARY-PRESENT

#### **Pollar, Founding Member**

Developed the concept of partnering with e-commerce to provide an integrated research solution for marketers.

Successfully attained \$100,000 seed fund from Cyberport Creative Micro Fund.

### 2017 JULY-SEPTEMBER

#### **Red Packet, UI/UX designer**

Preform project management, user research, product writing and SEO integration on the revamp of the company website.

### 2017 MAY-JULY

#### **Spoilt Experiences Group, Marketing Intern**

Built and manage the website of a corporate project with HSBC (set up, design, copywriting).

Preform SEO and designed social media campaigns on company products.

## EXTRA-CURRICULAR ACTIVITY

### 2017 FEBUARY-MAY

#### **Marketing Leader, Facebook page Rika Sakai**

Cooperated with 8 local cafes, bookstores and art spaces to promote a Japanese Artist - Rika Sakai.