



DOREEN LAU



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PROFILE

With over 8 years in delivering end-to-end projects across fintech, financial media, and creative industries, I have one core instinct: **turning chaos into structure, fast**. Proven ability to take ownership, attention to details and building scalable systems - a process I enjoy nearly as much as my daily caffeine ritual. I thrive in a fast-paced environment, where adaptability and initiative are essential.

SKILLS

CREATIVE DIRECTION

- Key Visuals & Art Direction
- Visual & Scalable Systems
- Brand Guidelines
- OOH, Digital, Social, Print, Experiential

CREATIVE TOOLS

- Adobe Creative Suite (PS, AI, ID, Premiere Pro)
- CapCut
- AutoCAD, 3D Max, Sketchup, Blender
- Nano Banana, ChatGPT, Firefly

MANAGEMENT & OPS.

- Regional Coordination & Stakeholder Management
- Strategy Planning & Documentation
- Resource Allocation & Workflow Optimisation
- Agile, Waterfall & Kanban

EXPERIENCES

Social Media Senior Executive (Creative & Operations) | TradingKey

January 2025 - Present

- **Led creative direction for campaigns and BAU content while hands-on in creative pipeline** and execution, understanding every stage of production
- **Worked on EDMs design and copywriting**, understanding user flow and usability
- **Managed designers** in understanding creative brief and business needs, setting creative standards
- **Translated complex financial market content** into compelling and engaging content for campaigns and various communication vehicles, including personal stories, step-by-step guides, listicles to **maximise relevance and engagement**
- Reviewed with criticality and **ensured technical accuracy** in public-facing material
- **Integrated AI and generative tools to explore new creative possibilities**, constantly audit and refine loops to eliminate friction, directly improve team capacity and efficiency output
- **Built and maintained brand guidelines, editorial asset library and operation workflow documentation**, including usage playbooks, data visualisation templates and reusable components
- **Established a centralised Knowledge Management library** to increase full life-cycle visibility across teams
- **Managed and optimised full campaign life-cycle**, from initiation setup, proposal & planning, creative & content production to A/B testing, tracking performance and post-campaign reporting
- **Delivered 326% growth from Q2 to Q4 2025** in acquisition across organic and paid campaigns in EN/CH/TH markets on 6 major platforms
- Constant **check in on progression and reprioritise** any new updates for designers, **streamline requests needs** before briefing designers to **reduce revision rounds and accelerate production**
- Conducted content **performance audit, competitors research**, to social platforms algo updates and user behaviours to inform and **align with business objectives**
- **Maintained KPI and OKR tracking dashboards**, proactively follow up with team performance and communicate data into clear stakeholder-facing reports

- Vendor & Budget Mgmt
- Risk & Timeline Mgmt
- Data & Research Analysis
- End-to-end delivery
- AI Automation (Claude)

PRODUCT TOOLS

- Notion/Asana
- Atlassian (Jira & Confluence)
- Miro, Figma, Webflow
- Zapier (Automation)
- Google Analytics, Looker Studio, Ahrefs
- Meta Business Suite, Zoho Social, Google Ads
- Google & Microsoft Workspaces tools

CERTIFICATIONS

Foundations of Project Management — Google

Course, Mar 2026

Google AI Essentials

Course, Sep 2024

LANGUAGES

English & Simplified Chinese

Native, Bilingual

Traditional Chinese

Intermediate

EDUCATION

BA (Hons) Interior Design

Glasgow School of Arts (SIT)

2014 - 2016

Diploma, Retail & Hospitality Design

Temasek Polytechnic

2011 - 2014

Art Director | Seedly

January 2024 - January 2025

- Served as the **creative lead and project co-owner for Seedly PFF2024**, developing full thematic visual identity carried across digital (website and social media), OOH, merch and event experience, including but not limited to:
 - Upload and refine content for event website using Webflow
 - Build scalable templates and asset library on Figma
 - Design pitchdecks with clear structure and impact for BDs
- **Conceptualised and produced a range of multimedia content**, including infographic and short-form videos, translating complex financial topics into visually engaging, audience-first formats
- Supported various scale events by **coordinating work-flows (creative, operations, logistics) between internal and external supporting teams** to ensure seamless delivery on
- **Oversaw full B2B creative development pipeline** from client's brief to final output, ensuring accuracy and creative quality for all
- **Directed branding and design initiatives** for new product verticals, ensuring cohesive brand representation and alignment across all user touch-points
- **Supported client livestream** by managing pre-production logistics, visual asset preparation and providing on-the-day technical support for a seamless broadcast experience
- **Source and onboard** suppliers and freelancers to expand resources
- Managed cross-functional resources, including an internal creative team of 2, external agency, and freelancers, to scale output and **balance priority between budget and capacity**

Marketing Designer | Seedly

October 2021 - December 2023

- **Conceptualised and executed visual identities and production for large scale events** - Seedly PFF 2022 (online) & 2023 (offline), including design style guides, OOH, marketing visuals, pitchdecks, speaker slides, livestream assets, merch, and event space planning
- **Launched Seedly Comics** in collaboration with content writers, leading the creative full life-cycle and storyline development, **acquiring 6k new followers within 12 months**
- **Led the creative production and operations of community events and campaigns launch**, from visual design for marketing & website through final technical execution
- **Implemented a ticket-based work-flow system** to streamline cross-functional communication and enhance visibility
- **Developed scalable templates and systems** for BAU initiatives and editorial infographics
- **Maintained meticulous organisation of assets** for efficient retrieval, scalability, and future usage, establishing **a single source of truth for creative production**
- **Oversaw the adherence** to brand graphics and templates usage
- Partnered with Product Designers to optimise user journey and develop high-converting landing page assets, **ensuring alignment between marketing and product experience**

Designer | Spunk Studio

April 2017 - June 2021

Operating in a lean 3-person team servicing largely commercial clients across a broad range of project types:

- Translated client briefs and complex requirements into **clearly scoped, actionable project plans, timelines, and execution**
- **Developed and executed communication graphics** leading to in-depth understanding of space and user behaviours
- **Schedule documentation and liaised with suppliers**
- **Designed and executed creative output** for shopping malls, retail stores, and residential, focusing on user journey, aesthetic detailing, materials selection
- **Constructed full set of construction drawings** for tender and built
- **Sourced and managed material suppliers** to expand resources, ensuring library and trend knowledge are constantly updated
- **Simultaneously managed multiple projects** across different clients, ensuring timely delivery and high quality results throughout
- **Authored comprehensive design guidelines and instituted a formal review process** for mall tenants, ensuring strict compliance with standardised requirements
- **Mentored and guided junior team members**, fostering professional growth and raising overall team output quality and efficiency