

ZAIN KA LONG MOK

Visual Designer

PERSONAL PROFILE

I'm a visual designer working in the entertainment and consumer product industry, specializing in visual identity; specifically key art, graphic design, and branding.

ACHIEVEMENTS

- Designing the official event poster for UFC 287

GET IN TOUCH

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WORK EXPERIENCE

Freelance Graphic Designer

Westbound Creative, 2023 to Present

- Produce engaging digital content for online platforms, including social media posts, digital banners, and multimedia assets. Create visually appealing content that builds and maintains the agency's online presence while promoting artists and events
- Develop and refine visual branding elements for artists, events, and the agency itself. Create logos, style guides, and other brand collateral that resonate with the target audience and align with the agency's creative vision

Creative Development Intern / Visual Designer

Petrol Advertising, 2022 to 2023

- Worked closely with art directors and senior designers to understand the creative vision and direction for each campaign and implemented it into the designs, such as CALL OF DUTY, LORDS OF THE FALLEN, SAINTS ROW, GENSHIN IMPACT, UFC etc
- Contributed to the agency's creative process and gained practical experience in creating visual designs for advertising campaigns in the gaming industry
- Developed a deep understanding of the entertainment and gaming industry, including the latest design trends and market insights
- Developed diverse marketing materials, including key art, logos, and visual assets
- Learned how to develop creative designs from concept to finish for upcoming games releases, including social media posts, website banners, and email blasts
- Incorporated feedback from fellow team members to revise and improve designs, ensuring they met the desired visual and messaging objectives

Junior Graphic Designer

Intersect LA , 2021 to 2023

- Utilized Adobe Creative Suite, including Photoshop, Illustrator, and InDesign, to create high-quality designs that communicated the desired messaging and effectively engaged the target audience
- Managed multiple projects simultaneously and met tight deadlines, while maintaining a high level of attention to detail and quality. objectives
- Developed excellent communication skills, with the ability to work collaboratively in a team environment
- Collaborated with cross-functional teams, including writers, photographers, and developers, to ensure seamless integration of visual designs into overall marketing strategies
- Developed and maintained strong relationships with clients, earning a reputation for professionalism, creativity, and exceptional customer service

ACADEMIC EDUCATION

California State University Northridge

Bachelor of Arts, 2023

- Emphasis in Communication Design