

Wing Ka(Pika), Pau.

Creative Lead / Creative Service Manager

(Brand Design / Graphic Design / Visual Design / Project Manager)

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[Linkedin Profile](#)

Auburn, WA, United States

Professional Summary.

Creative leader with 10+ years of experience driving integrated campaigns, building brand systems, and leading cross-functional teams across global markets. Proven track record of translating business strategy into high-impact creative solutions that drive engagement, revenue growth, and brand differentiation. Experienced in managing teams, leading client relationships, and delivering measurable results across multiple industries.

Experience.

Creative Service Manager | Velociterra, Kent, WA

March 2024 - Present

Creative Leadership & Strategy

- Define and drive creative vision across six business divisions, aligning brand, marketing, and product initiatives with overarching business goals
- Lead end-to-end creative strategy and execution across integrated campaigns (digital, print, experiential, and internal communications)
- Partner with executive leadership to translate business priorities into scalable creative solutions

Team Leadership & Operations

- Lead and mentor a growing creative team, setting standards for design excellence, feedback culture, and professional development
- Oversee resource allocation, workflow prioritization, and cross-functional collaboration to ensure high-quality, on-time delivery
- Implemented and scaled project management systems (Asana), improving visibility, efficiency, and team utilization

Creative Impact & Innovation

- Directed concept development and execution for product launches and multi-channel campaigns across divisions
- Led brand system development and website redesigns to improve UX, consistency, and customer engagement
- Introduced production innovations (DTF printing workflows), improving scalability and output quality

Business Impact

- Unified brand across divisions, strengthening market positioning and audience engagement
- Increased operational efficiency and reduced production friction through scalable systems and processes
- Recognized as Employee of the Quarter (Q4 2024) for leadership and creative impact

Design Skills.

Design Leadership & Mentorship
Illustration & Visual Storytelling
Brand Systems & Design
Creative Direction
Campaign & Multi-Channel Execution
Executive Presentations & Keynotes
Cross-Functional Collaboration
Workflow & Process Optimization
Creative AI & Emerging Design Tools

Digital Tool Skills.

Adobe Creative Suite (Illustrator, Photoshop, InDesign) • Figma • InVision • Sketch Keynote • Google Slides • Webflow • WordPress • Elementor • Canva • Google Analytics • HTML • CMS Platforms

Awards.

Velociterra: Employee of the Quarter (2024 Fourth Quarter)

UCNow: Visual identity for SaaS company (2018)

Buzzer: Visual identity for the IT concierge service (2017)

Zetrogene: Visual identity for DNA testing tools (2015)

The Transnational Education Student Awards Reception 2012 - Winner

Languages.

English (Fluent), Cantonese (Fluent), Mandarin (Fluent)

Senior Designer | Woodruff Sawyer, San Francisco, CA

March 2023 - December 2024

- Partnered with Design Director to shape and scale enterprise design systems and brand frameworks
- Led visual storytelling across marketing and digital channels, ensuring alignment with brand and business strategy
- Collaborated cross-functionally with leadership, marketing, and product teams to deliver audience-focused creative solutions
- Acted as a design mentor, elevating team craft, efficiency, and adherence to best practices.

Results:

- Strengthened brand presence through cohesive systems and storytelling.
- Improved design efficiency and quality through reusable components and clearer standards.

Art Director | Chill Creative Co. Ltd., Hong Kong

July 2014 - December 2022

Creative Direction & Team Leadership

- Led creative direction across branding, integrated campaigns, and digital experiences, overseeing multidisciplinary teams (2-5 designers)
- Directed projects from concept through execution, ensuring high-impact, strategically aligned creative output

Client & Business Impact

- Built and managed relationships with global clients including Telstra, Dupont, Generali Group, and Fresenius Medical Care
- Led client presentations and pitches, consistently delivering solutions that exceeded expectations
- Contributed to **35% annual revenue growth** through strong creative strategy and client retention

Operational & Strategic Excellence

- Managed project scope, budgets, and timelines across multiple accounts, achieving 100% on-time delivery
- Improved design quality by 20% and reduced errors by 50% through structured review processes and team mentorship
- Collaborated with cross-functional stakeholders to align creative output with business and marketing objectives

Education.

University of Sunderland, United Kingdom — BA (Hons) Graphic Design (1st)

June 2012

I obtained a First Class Honors Bachelor's Degree in Graphic Design from the University of Sunderland, where I gained valuable knowledge and skills in visual communication, design principles, typography, and digital media.

Certificate.

Google UX Design Certificate | [Case Study 1](#) | [Case Study 2](#)

I have successfully completed the Google UX Design Certificate, equipping me with expertise in user experience design methodologies, user research, wireframing, prototyping, and usability testing.