

Designed by Hong Kong: Meeting Young Design Talents

Fri 6 Dec, 2013, 16:00-18:30, 1/F Theatre Foyer

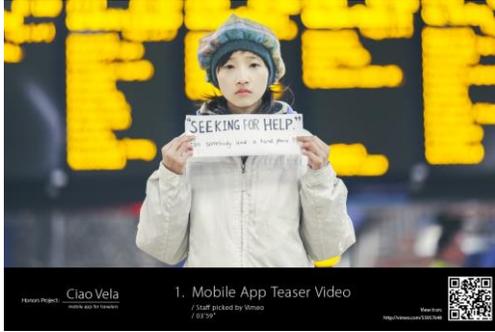


Celesty Lee (HKYDTA 2013 Winner)
Art Director at cccdi Ltd

Graduated from Hong Kong Baptist University, with a major in Digital Graphic Communication. Is currently the Art Director of cccdi Ltd. a digital solution and computational design company, in addition to being an independent multimedia designer and documentary photographer.

Spent a gap year work and travel from Europe to Asia, inspired her to create "Ciao Vela" - a mobile application with an Integrated Campaign Video, won the Bronze Award in "The 4th Chang Kuo-sin Award for Aspiring Young Communicators". The teaser: "Ciao Traveler" is her representative works inside project "Ciao Vela". So far it has obtained more than a million click rate (received more than a million views) on the internet. It has been interviewed and reported on by different types of media, including Netherlands Radio International, Chinanews.com, Yahoo! Australia, local magazines like FACE weekly, HKFYG M21, etc.

Portfolio Highlight



Project Title: Ciao Vela

Project Description: Mobile App for Travelers about kindness on journey and encouraging interaction between traveler and local people

Team / Individual: Individual

Responsibilities: Design and Art Direction



2. App Logo & UI/UX Design



3. Integrated Campaign Video