





Jason Che

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 Auckland, New Zealand

Qualifications

Graduate Diploma
in Computer Graphic Design
University of Waikato | 2014

Bachelor of Arts
in Media Studies(Advertising)
Dalian University of Technology, China | 2011

Career Summary

Senior Graphic Designer &
Graphic Design Team Leader
PB Tech, Auckland | 2014 – Present

Freelance Brand Designer
Start-Ups | 2013 – Present

CREATIVE PROFESSIONAL SPECIALISING IN BRAND & WEBSITE DESIGN MARKETING & PROJECT MANAGEMENT

A dynamic, motivated and innovative Senior Graphic Designer offering a wealth of commercial branding experience in the FMCG, printing and in-house studio sectors. Brings a high level of flexibility and in-depth knowledge of current design trends and tools. Experienced leading teams of Designers in developing clear and compelling material. Utilises multiple avenues for championing brands and products. Offers input across the full creative process, highly skilled in translating ideas and concepts into practical designs. Works collaboratively with clients to achieve their business targets by improving visual identities, developing brand concept and boosting it through multiple channels. Skilled in reaching target audiences through impacting visual communications, creative ideas and interactive design.

Technology & Technical Skills

Adobe Creative Suite
Illustrator, InDesign, Photoshop, Acrobat
Google Web Designer
Premium Pro
Figma
CMS Platform (Wordpress / Wix)

Hand Drawing, Sketching & Layout
Designing Advertising Collateral
Typography
Image Editing
Colour Theory

Client Management
Business Acumen
Multi-Level Communication
Working Collaboratively
Creative Problem Solving
Learning Agility
Leadership

Key Achievements

- / Over the past 7 years PB Tech has become a nationwide company with 14 branches in 7 cities – as Graphic Design Team Leader, have led the Design Team through this growth and the team has remained the same size.
- / Maintain and update the company website, Pbtech.co.nz, which now ranks #21 in the top sites in New Zealand in 2021, higher than Noel Leeming, JB and Mighty Ape, and is the #1 online IT shop website.
- / The company achieved \$500M in turnover in the last financial year, which is growth of 36%.
- / Sole designer of the largest technology event ever held in New Zealand: TechXpo NZ 2017 & 2019 – the event was to promote the latest tech products and the company achieved more than \$2M in sales in 4 days.
- / Designed the Black Friday Sale (4 hours in-store) and the Cyber Monday Sale (3 days online) for four consecutive years, achieving sales of \$10M+ in 4 days in 2020.
- / As a Freelance Designer, led the design and re-brand of multiple FMCG brands, including Healthyard (design from draft to a best-selling and iconic product online and in-store) and Shirley Price (a well-known English aroma brand).

Professional areas of interest

FMCG and e-Commerce markets.
Committed to ongoing professional development and upskilling in UI/UX Design, C4D modelling, digital design, coding and programming skills.

Work Eligibility

NZ Permanent Resident Visa

Languages

Bilingual and fluent in English & Mandarin

Licences

Full NZ Driver's Licence

Volunteer

Designed a photobook for the SPCA as a fundraising initiative

Interests

Writing a Food Blog on Chinese food and restaurants

Referees

Professional and character Referees available on request

Professional Experience & Contributions

PB Tech, City (www.pbtech.co.nz)

Senior Graphic Designer & Graphic Design Team Leader 2014 – Present

PB Tech is New Zealand's largest computing and IT retailer, with stores and service centres nationwide across New Zealand and a team of over 600 specialist staff. They are the No. 1 online IT store in New Zealand and the only e-Commerce store in the top 50 most visited websites.

- / Provide decisive and collaborative leadership to a team of 3 Designers
 - Work with multiple vendors and across departments to implement digital marketing projects of varying size, complexity and scale
 - / Established key visual guidelines and led the team in delivering customised visual solutions
 - / Liaised with online and in-store departments to agree on creative objectives and assess the requirements for upcoming promotions, campaigns and events
 - / Identified and interpreted company specific branding requirements and developed a bespoke visual concept that met the needs of both the company and their clients and vendors
 - / Regularly update and refresh the artwork database with new ideas and concepts, continually keep up to date with who the target audience is and develop ways to attract new clients
 - / Remain completely flexible to changes in the market, adjusting and upskilling design techniques and keeping track of competitor activity
 - / Develop and implement targeted marketing and promotional campaigns – plan and organise promotional presentations and update events calendars
 - / Champion the brand by ensuring all materials are in line with Branding Guidelines
 - / Source and manage Bartercard merchandise, including distribution and logistics functions
 - / Take ownership of key business projects and campaigns from other areas of the business and ensure on-time delivery and execution
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Start-Up Companies, City

Freelance Brand Designer 2013 – Present

Including Healthyard, Absonature, Shirley Price and OraNutrition

- / Work on a freelance basis after work hours for various start-up FMCG companies
- / Primarily involved in brand development, researching the industry, developing logos, visual identification and creating unique and practical designs
- / Design creative and targeted websites, including front-end design, web banners, campaigns, EDM design, and social media slide deck
- / Advertising collateral design of brochures, packaging, signage and billboards
- / Event design includes display stands, uniforms and gift packs