# Reyco Kua

CLARITY IN COMPLEXITY.

## Senior Creative Designer

Building meaningful digital experiences across UX, branding & systems

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| **PROFILE** | Senior creative designer with more than 15 years of hands-on experience across graphic design, websites and print production. I enjoy practical work and can take a job from the first brief through design, customer feedback, final artwork and delivery — working closely with customers and internal teams to turn briefs into clear, polished artwork. My current work includes client communication, web content, SEO, brand design and production coordination. I am confident with Adobe Creative Suite, have a working knowledge of Figma and basic HTML/CSS, and am keen to keep developing more advanced skills. |
| **KEY SKILLS** | • **Web and digital:** responsive page design, landing pages, website content, basic CMS updates, basic Figma layouts, prototypes and user-centred design basics<br>• **Brand and graphic design:** print, digital campaigns, brochures, email graphics, social content, signage, visual identity, presentation materials and basic motion/video<br>• **Brand delivery:** consistent typography, colour, layout, imagery, templates and production-ready artwork across every channel<br>• **Customer experience & collaboration:** clear information, easy navigation, brief clarification, stakeholder communication, feedback, approvals and practical problem-solving<br>• **Delivery and organisation:** multiple projects and changing priorities, detailed proofing, artwork checking, file preparation and supplier coordination<br>• **Growth basics:** SEO-friendly content structure, web usability and an introductory understanding of conversion-focused design |
| **EXPERIENCE** | **Senior Creative Designer**<br>*Flags Group Limited, Auckland \| October 2014 – Present*<br>• Create day-to-day design work across print and digital, including web graphics, brochures, email artwork, signage, flags, banners, event displays and large-format production.<br>• Work directly with customers from the first enquiry, clarifying the brief, artwork, specifications, quote and delivery needs, and prepare concepts and proofs, explaining design or production options in plain language.<br>• Check typography, colour, layout, sizing and finishing details before files move into production, protecting brand and production quality and helping reduce mistakes and rework.<br>• Coordinate with sales, administration, production and outside suppliers so several jobs stay clear, accurate and on schedule at the same time.<br>• Took responsibility for moving flags.co.nz from WooCommerce to Shopify, rebuilding and redesigning the website while keeping product and marketing content clear and practical.<br>• Work with an external SEO company on website content and search improvements, manage ongoing page updates, FAQs and product information, and use AI-assisted tools carefully for early ideas and image exploration. |

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| | **Web & Digital Designer**<br>*Freelance – Life With Health, Auckland \| 2017 – Present (part-time business project)*<br>• Lead the visual and website work for an ongoing New Zealand wellness ecommerce project, helping rebuild the site and its visual direction.<br>• Plan page structure, product categories and customer journeys, then use Figma to create simple responsive layouts and prototypes for desktop and mobile.<br>• Work with the developer and business partners to review content, discuss practical options and improve pages step by step.<br>• Prepare website, Journal, brand, campaign and social content with SEO, readability and brand consistency in mind.<br><br>**Web Designer / Developer**<br>*Elook/ILook Web Services, Tauranga \| August 2010 – June 2014*<br>• Designed and maintained websites and digital assets for small businesses across a wide range of industries.<br>• Discussed requirements with clients and turned them into page layouts, web graphics and working responsive websites.<br>• Used HTML and CSS for front-end updates, and tested websites across browsers and screen sizes before release.<br>• Supported website maintenance, email campaigns, analytics and basic SEO work. |
| **CAREER HIGHLIGHTS** | • Took responsibility for moving flags.co.nz from WooCommerce to Shopify, including rebuilding and redesigning the website and working with an external SEO company.<br>• Deliver digital, print and large-format design projects from the initial brief and quote through concepts, artwork proofs, production and final delivery.<br>• Create and quality-check brand-consistent artwork across websites, email campaigns, brochures, signage and large-format displays, working closely with customers, internal teams and suppliers.<br>• Life With Health website rebuild: ecommerce structure, responsive page design, basic Figma prototypes, content planning and developer hand-off.<br>• Cross-channel design and public-facing projects: consistent artwork across web, email, brochures and signage for council, education, events, property and retail customers. |
| **EDUCATION** | • **Diploma: Web and UX Design —** Yoobee College – Auckland, New Zealand<br>• **Diploma: Art & Design, Visual Communication —** ATEC Academy – Penang, Malaysia |
| **SELECTED TOOLS** | Adobe Photoshop, Illustrator, InDesign and Premiere Pro; Figma; Adobe XD; Shopify; WooCommerce and WordPress; basic HTML and CSS; Mailchimp; Microsoft Office; Xero; Trello and Notion. |

*References available on request*

*"Think in systems. Design in flows. Communicate in narratives."*

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DESIGNING CLARITY FOR COMPLEX WORLDS

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