Patrick He

GRAPHIC DESIGNER

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About Me

Multidisciplinary Graphic & Digital Designer with over five years' experience delivering creative solutions across branding, digital marketing, UI/UX, editorial design and web design. Experienced working both in-house and agency-side with global brands, property investment, healthcare and legal sectors. Skilled at turning complex briefs into engaging visual communications across print and digital platforms. Passionate about typography, branding and user-centred design, with additional experience as a practising exhibiting artist.

In addition to my design practice, I am also an artist with three years of formal education in fine art at university level. My work has been exhibited in China and London, UK, and I have been selling my artwork for the past two years.

Work Experience

Jan 2026 - Now

Digital Designer (Full-time)
North Property Group (In-house)

Solo Digital Designer to build a strong brand and drive lead generation for North Property Group, a leading property investment agency. Using creative output, producing high-quality visual assets that attract and engage potential investors.

This is a data-aware and creative role mainly working on CRM HubSpot. Presented design concepts and creative rationale to stakeholders across multiple departments. Providing the sales team with the visual materials they need to convert leads and close deals.

Key Responsibilities:

- Led the creative development of marketing campaigns across digital and print channels.
- Designed investment brochures, landing pages and paid social campaigns that supported lead generation through HubSpot CRM.
- Developed and maintained a consistent visual identity across website, email marketing, presentations and social media.
- Collaborated closely with sales and marketing teams to produce commercial design assets that improved customer engagement.
- Communicate with campaign managers to establish goals, outcomes and timelines for deliverables. Refined creative work based on stakeholder feedback while maintaining brand consistency.
- Understand characteristics of target audience and find effective ways to reach themmindset. Optimize UX for better usability and satisfaction across platforms.

Skills:

- Strong understanding of typography, colour and information design (messaging hierarchy and layout).
- Ability to create effective designs.
- Keen interest and passion in all things digital, including photography and videography.
- Proficient in using Powe Point, Adobe creative suite, especially InDesign, Illustrator, Photoshop and Acrobat Pro.
- Working knowledge of creative AI tools.
- A positive team player and clear communicator, capable of liaising with various teams and functions across the business.
- Organisation skills with the ability to maintain schedules and meet deadlines.

From May 2025 to January 2026, I worked two part-time jobs at the same time.

Jun 2025 - Jan 2026
7 months

Digital Designer (Part-time)
Passion for Life Healthcare Ltd (In-house)
Solo designer in-house. Designing brand assets across digital platforms, apps, and international CRM marketing campaign across the UK and Europe.

Key Responsibilities:

- **Design & Digital Creativity:** Deliver fresh, user-centric visual solutions across digital channels and websites. Turn concepts into polished, print-ready and digital artwork, always aligned with brand guidelines. Provide constructive design critique and take pride in high-quality visuals.
- **Marketing Campaigns & Brand Identity:** Collaborate with marketing to craft visual identities for campaigns across global markets. Design compelling promotional assets with a focus on typography, layout, and impact.
- **UX/UI Design:** Enhance their mobile app user journey with engaging, intuitive design. Align app visuals with the brand's mission and current UX/UI trends. Conduct competitor analysis and maintain consistency across app screens. Understanding of accessibility compliance and inclusive design for digital platforms.
- **Web & Mobile UX:** Create wireframes, mockups, and digital layouts with a mobile-first mindset. Optimize UX for better usability and satisfaction across platforms.
- **Artwork & Packaging:** Design and update packaging artwork for global product lines. Collaborate with printers, manage version control, and ensure regulatory accuracy. Working with version control and change control processes within CRM systems.

May 2025 - Jan 2026
8 months

Middleweight Graphic Designer (Part-time)
Epigram Communications & Design (Design Agency)
Taking design briefs from clients and developing on-brand projects in line with their brand guidelines. Conducting briefing meetings with clients, including global top 500 law firms, and collaborating closely with stakeholders from project initiation to final delivery. Working closely with creative directors and Kuala Lumpur, MY office, to deliver high-quality, on-brand design solutions. And meet the project deadline.

Key Responsibilities:

- **Lead the Creative Charge:** Drive the ideation stages of projects, swiftly translating client briefs into compelling ideas, either independently or as part of a team.
- **Presentation & Rationale:** Present ideas with precision through presentation visuals and mockups. Articulate the “why” behind creative thinking with passion and conviction, whether presenting my own work or other Epigram team’s ideas.
- **Craft & Execution:** Transform ideas into compelling, effective designs through exceptional application of my craft. Ensure accuracy in my work and that of Epgram team members.
- **Strategic & Future Ready:** Keeping eye on design trends, clients’ social media, presenting potential ideas that would win more client works.
- **Time Management**: Pragmatically ensure projects meet deadlines. Communicate misaligned expectations to senior colleagues or client services to ensure timely delivery.

Projects include:

- typography/editorial design
- creating website assets
- pitch document branding
- presentation design
- online/print publications
- exhibition/big scale print
- social media animation
- video editing

Nov 2021 - May 2025
4 years

Middleweight Graphic Designer (Full-time)
Epigram Communications & Design (Design Agency)
Job description same as above.

Apr 2021 - Oct 2021
7 months

Graphic Designer & UI designer
Immersify Education (In-house)
Work directly with creative director, creating website assets, video editing and social media post for marketing, UI design for Immersify dental App. Taking brief from business clients, working with marketing team. Designing animations for app and collaborate with development team.

Jun 2021 - Aug 2021
3 months

Graphic & Editorial Designer
Wordplay Magazine (In-house)
Designing published music magazine. Creating graphics and video posts for social media, and graphic assets for magazine website.

Key Skills

Design
- Branding
- Typography
- Editorial Design
- Print Design

Digital
- UI Design
- UX Design
- Website Design
- Email Design
- Motion Graphics

Software
- Adobe Creative Cloud
- InDesign
- Illustrator
- Photoshop
- After Effects
- Figma
- PowerPoint

Other
- Video Editing
- Creative AI
- Photography
- HTML

Selected Clients

- Linklaters
- DLA Piper
- Walker Morris
- DWF
- HFMA
- LGBT Foundation
- North Property Group
- Passion for Life Healthcare
- Eversheds Sutherland
- Addleshaw Goddar

Education

2020 - 2021 **Merit Postgraduate (MA) - Visual Communication**
University of Salford

2019 - 2020 **1st Class BA (Hons) - Digital Media Arts (Level 6)**
University of Salford

2016 - 2019 **Digital Media Arts (Level 3-5) - Luxun Academy of Fine Arts (China)**

Exhibitions

Practising visual artist whose work has been exhibited in London and Shanghai, with artwork sold internationally over the past three years.

Interests



www.patrickhe.co.uk