

Boosting Bookings for a Japanese Head Spa Made for the UK, Loved by Locals

Engagement & Bookings with Social Media Magic

We crafted a tailored social media strategy for **Japanese Head Spa** to enhance customer engagement and drive more booking conversions.

Challenges

- **Low engagement**
Visitors quickly lost interest.
- **Weak CTAs**
No clear prompts for booking or inquiries.
- **Limited online visibility**
No active social media driving traffic to the spa experience.

Solutions & Implementation

- **Social Media Strategy**
Launched targeted campaigns on Instagram & Facebook to attract wellness enthusiasts.
- **Conversion Optimization**
Refined booking journey and added trust-building elements (secure payment, positive testimonials).

Impact

- **Increased time spent** engaging with content.
- **Surge in appointment** bookings and inquiries.
- **Strengthened brand presence** through vibrant social media activity.



Mailchimp newsletter & Social Media Design

- Designed a with elegant, calming visuals aligned to the spa's Japanese identity.
- Included service highlights, wellness tips, and direct booking links.

Created platform-specific social content

Instagram

- Targeted younger audience with modern Reels introducing the spa like a short film.
- Used motion graphics and soothing tones to reflect the brand mood.

Facebook

- Designed clear, informative posts for a mature audience.
- Focused on testimonials, service spotlights, and seasonal offers.



Personal Responsibility

Partnered with the Marketing Manager to design compelling social media visuals, optimize campaign performance, and polish branding materials — bringing Japanese Head Spa's tranquil experience to life online.

Team Members

Marketing Maganer | Danny

Marketing Executive | Aster Au

Aster au

CAMPER



Revamping CAMPER's Visual Identity with Immersive VR Experience

We developed a **creative advertising campaign** that integrates VR technology, enhancing CAMPER's **brand image** while maintaining its unique identity.

The campaign was successfully approved by the headquarters in Spain.

Challenges

- **Brand Consistency**
Ensuring all promotional materials reflect **CAMPER's distinctive style.**
- **Innovative Engagement**
Incorporating VR into the brand experience while staying true to its identity.
- **Creative Approval**
Meeting strict **brand guidelines** and securing approval from Spain HQ.
- **Production Efficiency**
Coordinating with marketing, tech teams, and factories for **smooth execution.**

Impact

- Successfully launched a VR integrated promotional campaign that elevated **brand storytelling.**
- Created a **hand-drawn promotional video** that **boosted digital engagement event.**
- Enhanced brand consistency across all **marketing materials**, incorporating a VR as a futuristic event experience.

Solutions & Implementation

- **Concept Development**
Designed an innovative VR-powered brand experience aligning with CAMPER's aesthetic.
- **Visual & Graphic Design**
Created **hand-drawn sketches**, 3D visuals and interactive elements for the campaign.
- **VR Campaign Execution**
Collaborated with marketing & production teams to produce immersive event content including VR experiences and **engaging event photos & videos.**



STEP INTO
INNOVATION
EXPERIENCE
CAMPER VR

**20
MAY
2014**

Fashion Walk x CAMPER

Immerse yourself in CAMPER's latest VR interactive experience.
Explore futuristic footwear design and redefine fashion innovation.

CAMPER



Personal Responsibility

Led concept design, art direction, developed creative visuals, and coordinated with marketing & production teams to ensure a seamless campaign execution.

Team Members

Marketing Vencent Li
3D Designer Vector Lee

Art Director Aster Au

Aster au

Enhancing Noah Capital Ltd's LandingPage for Better Engagement & Conversion

We redesigned Noah Capital Ltd's **landing page** and **developed a social media strategy** to improve customer engagement and increase conversion rates.

Challenges

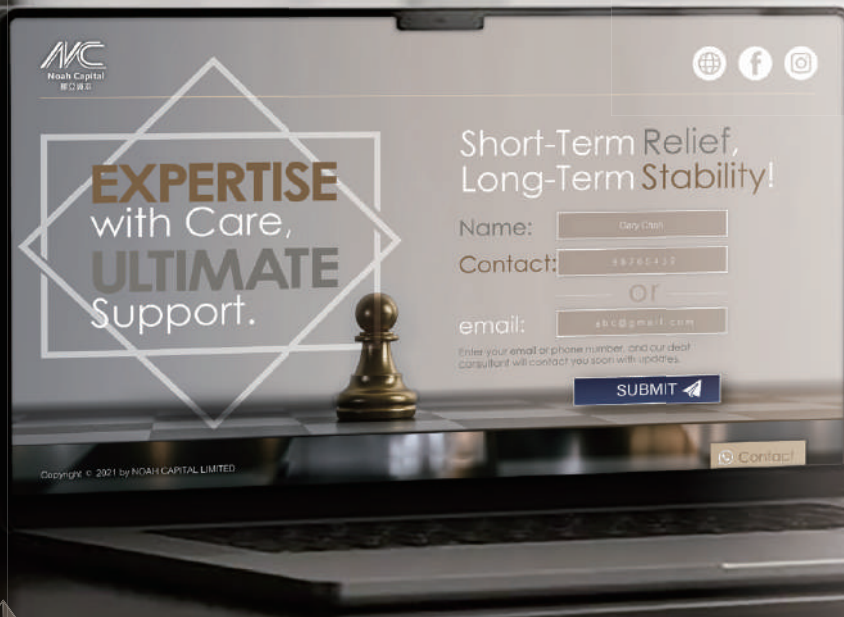
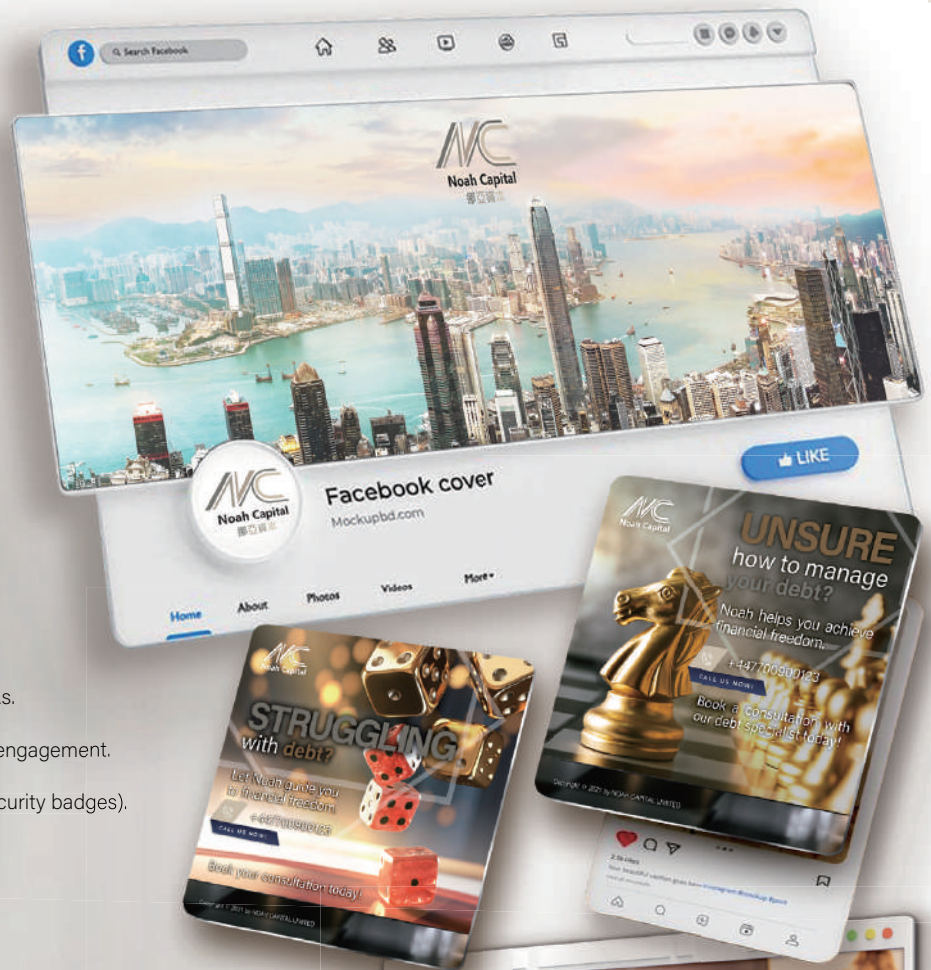
- **Low engagement**
Users stayed for only 1 second before leaving.
- **Ineffective CTA**
No clear prompts for registration or inquiries.
- **Complex user journey**
Lengthy forms discouraged conversions.
- **Limited content strategy**
No social media presence to drive traffic.

Solutions & Implementation

- **Landing Page Redesign**
Improved visual appeal, user experience & clear CTAs.
- **Social Media Strategy**
Targeted Facebook & LinkedIn campaigns to boost engagement.
- **Conversion Optimization**
Simplified forms & added trust elements (privacy/security badges).

Impact

- Time on page **increased from 1s → 15s**
- Higher form submission & registration rates.
- **Stronger brand engagement** via social media.



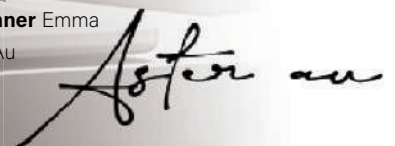
Personal Responsibility

Supported the Marketing Manager by improving UI/UX, creating social media visuals, optimizing SEO, and refining branding materials to strengthen Noah Capital Ltd's online presence.

Team Members

Marketing Maganer Emma

Designer Aster Au



Let's Run Marketing Campaign

2013



2014



In 2013, I assisted in generating creative ideas and reference materials while closely collaborating with the Creative Director and the marketing team to develop the creative direction for the brand of Reebok's **Let's Run** campaign. In 2014, these design elements were carried over, and I took full responsibility as the Art Director for executing and managing the project.

Client Requirement

Reebok required the creative team to maintain brand consistency across all marketing materials, including large-scale ads, outdoor billboards, digital media, website design, e-books, and product promotions. All designs needed to align with brand guidelines and be approved by headquarters.

Target Audiences

The campaign targeted sports enthusiasts, runners, Brand loyalists, and consumers interested in sports fashion and healthy living.



Personal Responsibility

I assisted in generating creative ideas and providing design references, collaborating closely with the Creative Director and marketing team to ensure the creative concepts adhered to brand guidelines. As Art Director, I took full responsibility for execution and coordinated with multiple teams to ensure smooth campaign implementation.

Project Members

Marketing Manager Wilson Tsun

Marketing Ka Yi, Karen Yeung, Vince Wong & Mia Tam

Creative Director Paco Cheung

Art Director Aster Au

Senior Designer Thomas Chan & Anna Lau

3D Designer Vector Lee

Designer Fai, Yvonne Yeung & Fiona Fung, Ass. Designer Annie Tsui & Eunice Ma

Aster au



Web UI & Design: Enhancing User Experience for Finance Brokers

Creating high-impact websites and social media strategies for the finance sector.

With a strong background in UI design and website optimization, I help finance companies boost engagement, streamline conversions, and improve online visibility. My approach focuses on intuitive, visually appealing designs that drive key actions like bookings, inquiries, and applications.

Challenges

- **Clarity of CTAs**
Financial sites often lack clear CTAs guiding users.
- **User Engagement**
Low engagement on websites and social media.
- **Information Overload**
Complex financial data can overwhelm users.

Solutions & Implementation

- **Landing Page Optimization**
Created action-oriented landing pages for Grand Harvest Credit Ltd.
- **UI Enhancements for Trust**
Added secure payment icons and client testimonials.

Impact

- **Increased Conversions**
Optimized CTAs boosted loan applications and inquiries.
- **Improved Engagement**
Social media campaigns increased interactions.
- **Stronger Brand Presence**
Cohesive design strategies enhanced online visibility.

Projects Overview

- **Grand Harvest Credit Ltd:** Optimized website with strong CTAs.
- **Hong Kong Debt Concierge Ltd:** Streamlined website and social media content.
- **Noah Capital Ltd:** Informative landing page and social media posts.
- **Hong Kong Loan Concierge Ltd:** User-friendly site for clear service navigation.
- **Fullord Wine:** Social media posts for wine promotions and sales.

Personal Responsibility

Worked closely with the Marketing Manager to design compelling visuals, optimize campaigns, and enhance branding for financial service websites and social media, ensuring strong user engagement and clear CTAs.

Team Members

Marketing Manager | Jeff & Emma
Marketing Executive | Aster Au

Aster Au

