# Higher Education Branding: Phygital Strategy to Strengthen Identity & Engagement

Designing strategic solutions for higher education sector to strengthen identity and deepen community engagement

***Note:*** *For the best browsing experience, please use Chrome's Incognito Mode on a desktop computer*
*Alternatively, for our collaboration purposes, you can download this entire page here (~13.8MB | PDF)*

## Selected Projects

Year: 2017 to 2025

Each project reflects a journey to strengthen identity, deepen engagement, and create lasting connections—both on campus and beyond

These are not just design solutions but strategic investments in community and long-term brand resonance

Lingnan 嶺南大學 University
Undergraduate Admissions
YOUR FUTURE BEGINS NOW
Enjoy Your Journey!
Amina

Souvenir Design for Engagement

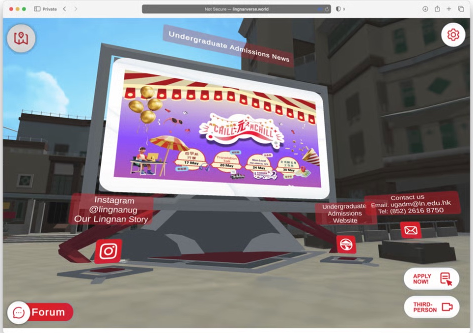
**Tactile Design | Brand Experience | Festive Moments**

Lingnan 嶺南大學 University 香港 Hong Kong

Outreach Kit for Prospective Students

**Cross-Channel Engagement | Booth Design | Promotion & Collateral**

2020
Advancing Science
2020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## Identity System & Premium Touch-points

**Brand Strategy | Collectible Publications | Year-Round Engagement**

## Digital Brand Experiences

**Website & UI/UX | Metaverse Strategy | Multi-media**

# Souvenir Design for Engagement

**Tactile Design | Brand Experience | Festive Moments**

**The Opportunity**

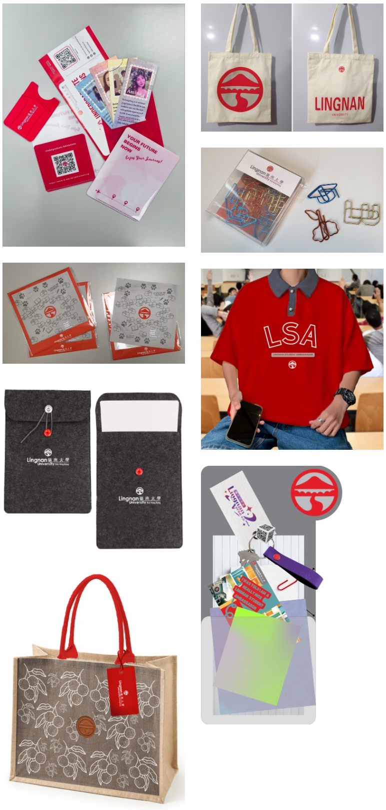
This project aimed to enhance engagement by producing a series of memorable souvenirs. The goal was to create items that not only served as keepsakes but also facilitated emotional connections with the university. This scalable project included various promotional materials such as screen-cleaning cloths, pens, paper clips, t-shirts, bookmarks, and tote bags.

**My Role**

I provided branding insights and collaborated closely with team members from marketing, admissions, and alumni, who contributed valuable market research and logistical support.

**The Result**

All released promotional souvenirs distributed to audiences transformed recipients into presenters, indirectly promoting campus events on social media once they followed the university's accounts and shared event photos. This initiative fostered emotional connections with the target audience and increased brand visibility, as recipients kept and used the souvenirs, extending brand visibility into libraries and homes.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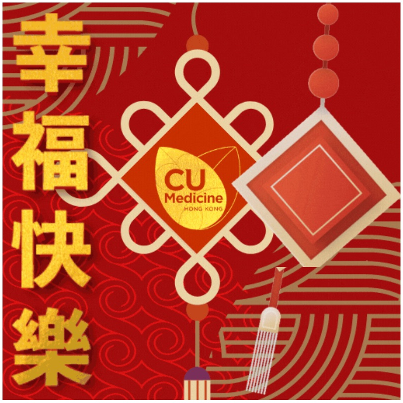
## *Festive Moments: Physical & Digital*

*Created for CUHK Medicine & Lingnan Registry*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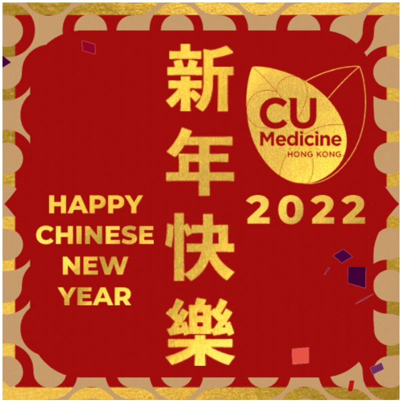
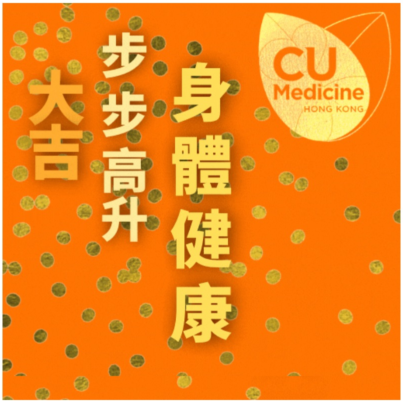
CU Medicine
HONG KONG

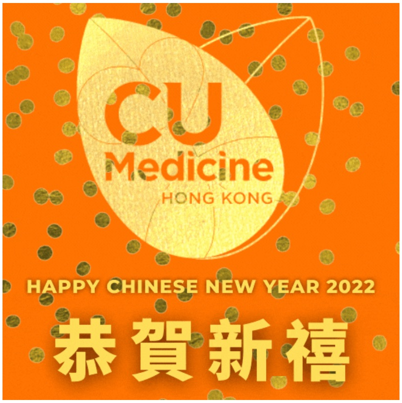

新年快樂
CU Medicine
HONG KONG
2022
HAPPY CHINESE NEW YEAR

CU Medicine's WhatsApp stickers

**Happy CNY 2022 pack**
Android | iOS

幸福快樂
新年快樂
HAPPY CHINESE NEW YEAR
2022
大吉大利
步步高升
身體健康
心想事成
萬事如意
CU Medicine
HAPPY CHINESE NEW YEAR 2022
恭賀新禧


大吉
步步高升
身體健康
CU Medicine
HONG KONG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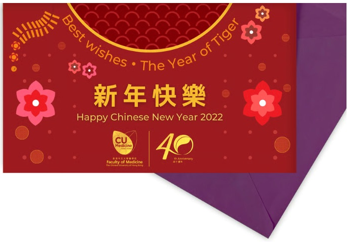
Best wishes • The Year of Tiger
新年快樂
Happy Chinese New Year 2022
Faculty of Medicine
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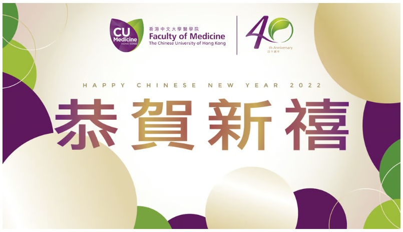
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Faculty of Medicine
The Chinese University of Hong Kong
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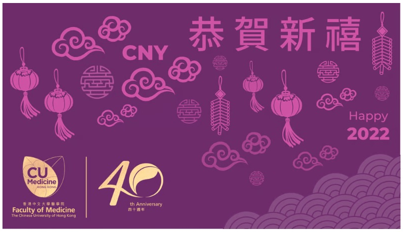
HAPPY CHINESE NEW YEAR 2022
恭賀新禧


恭賀新禧
CNY
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2022
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Faculty of Medicine
The Chinese University of Hong Kong
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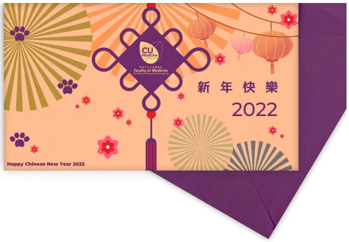
th Anniversary
四十週年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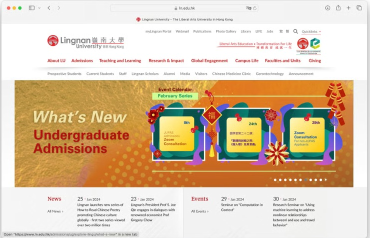
Faculty of Medicine
新年快樂
2022
Happy Chinese New Year 2022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Announcement
What's New
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Event Calendar
February Series
8th
JUPAS Admissions Zoom Consultation
24th
29th
Zoom Consultation For non-JUPAS Applicants
News
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Events
All Events ›

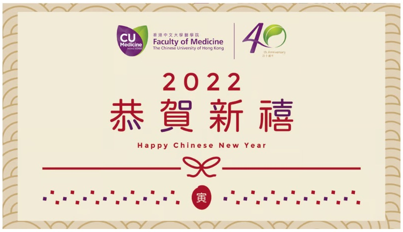
25 · Jan 2024
Lingnan launches new series of How to Read Chinese Poetry promoting Chinese culture globally - first two series viewed over two million times

23 · Jan 2024
Lingnan's President Prof S. Joe Qin engages in dialogues with renowned economist Prof Gregory Chow

29 · Jan 2024
Seminar on "Computation in Context"

30 · Jan 2024
Research Seminar on "Using machine learning to address nonlinear relationships betweenl and use and travel behavior"

Open "https://www.ln.edu.hk/admissions/ug/explore-lingu/what-s-new" in a new tab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Faculty of Medicine
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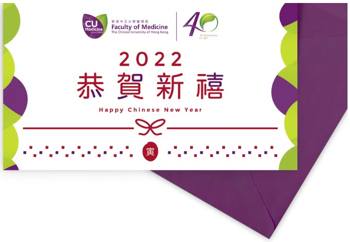
2022
恭賀新禧
Happy Chinese New Year
寅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Faculty of Medicine
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2022
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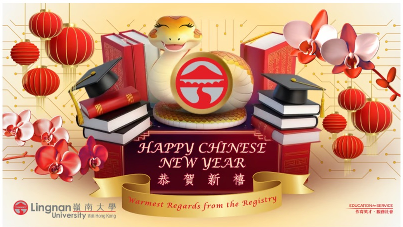
Happy Chinese New Year
寅

HAPPY HOLIDAYS
CU MEDICINE
HAPPY HOLIDAYS
HAPPY HOLIDAYS
CU MEDICINE


HAPPY CHINESE NEW YEAR
恭賀新禧
Warmest Regards from the Registry
Lingnan 嶺南大學
University
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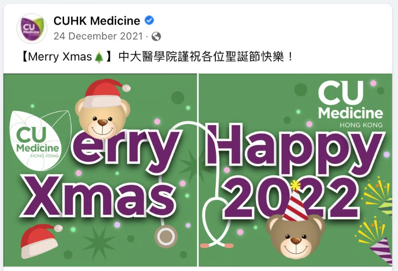
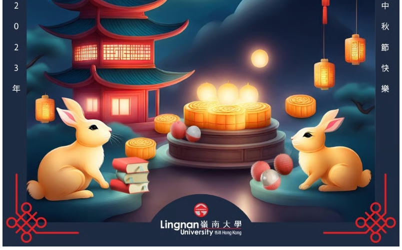
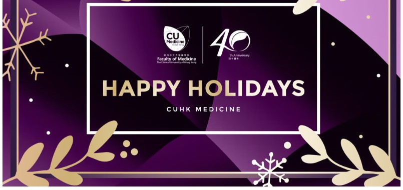
作育英才 服務社會

Happy Mid-Autumn Festival


**CUHK Medicine**
24 December 2021 ·
【Merry Xmas🎄】中大醫學院謹祝各位聖誕節快樂！
CU Medicine HONG KONG
Merry Xmas
CU Medicine HONG KONG
Happy 2022


2023年
中秋節快樂
Lingnan University 嶺南大學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HAPPY HOLIDAYS
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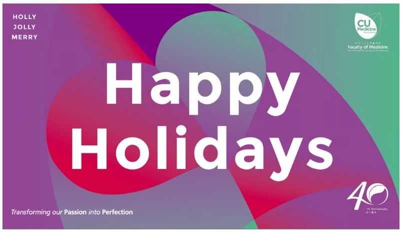
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Happy Holidays
Transforming our Passion into Perfection
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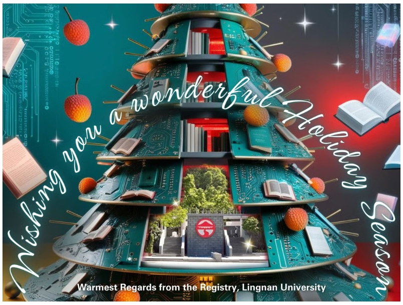
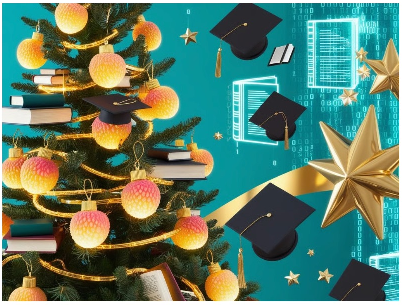
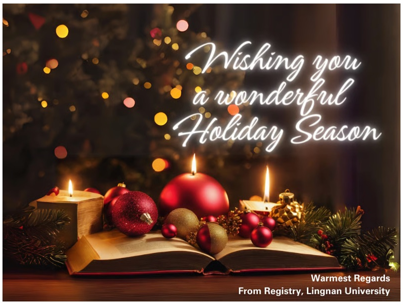
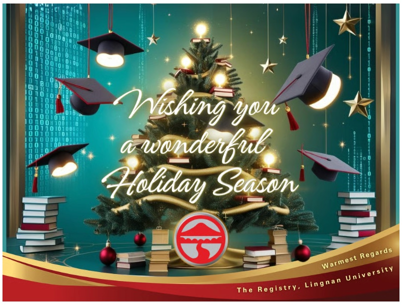

Wishing you a wonderful Holiday Season
Warmest Regards from the Registry, Lingnan University

All The Best !!!
All The Best !!!
All The Best !!!




Wishing you a wonderful Holiday Season
Warmest Regards
From the Registry, Lingnan University


Wishing you a wonderful Holiday Season
Warmest Regards
The Registry, Lingnan University

# Outreach Kit for Prospective Students

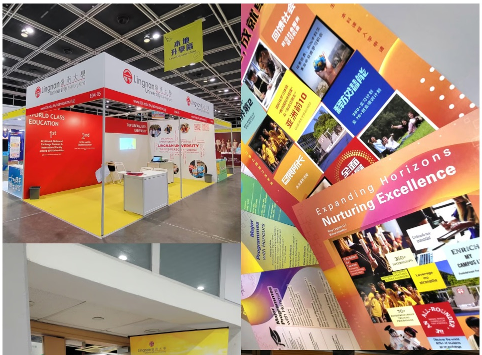
Cross-Channel Engagement | Booth Design | Promotion & Collateral

### The Opportunity

With increasing competition for top students, universities must stand out at school fairs, exhibitions, and open days—where attention spans are short and choices are plentiful. There was a need to create a cohesive outreach kit that could effectively engage prospective students from local, mainland, and overseas. The previous materials yet to be polished with a unified brand experience, presenting an opportunity for an impactful approach.

### My Role

I designed the full kit and coordinated booth integration, print production, and giveaway curation.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Programmes
ENRICH MY CAMPUS

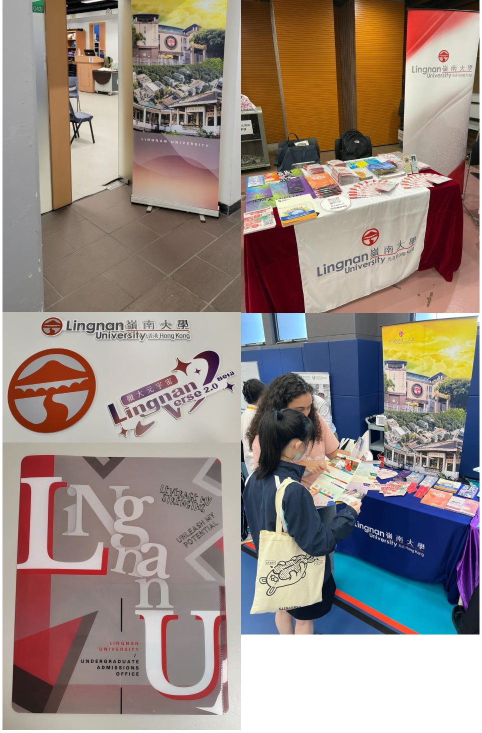
### The Solution

I created a modular outreach kit that delivered a memorable brand impression and sparked meaningful conversations. The suite included:

- Strong Brand Identity: A vibrant color palette and youthful typography tailored to resonate with the target audience, based on market research.
- Refined Brochure: Transitioned from flyer formats to a folded brochure, enhancing mobility and making it easier for representatives and recipients to carry.
- Versatile Banners and Booth Promotion Assets: Designed with materials that are easy to pack and install, and suitable for reuse.
- As a distribution point for branded souvenirs and the promotion of digital platforms (e.g., metaverse, website, social media accounts).

### The Result

The outreach kit was deployed at numerous events across Hong Kong, significantly increasing engagement and capturing qualified leads. It was adopted as the standard recruitment package for various outreach efforts.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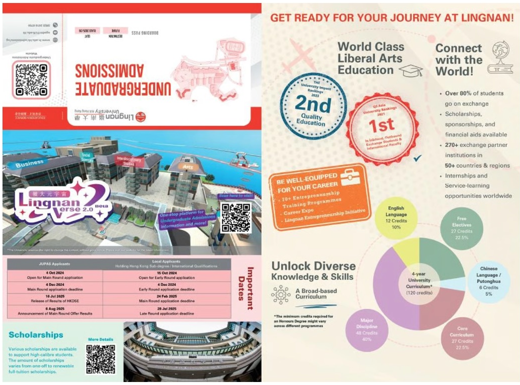
Lingnan U
LEVERAGE MY STRENGTHS
UNLEASH MY POTENTIAL
LINGNAN UNIVERSITY
UNDERGRADUATE ADMISSIONS OFFICE

*The* Refined Brochure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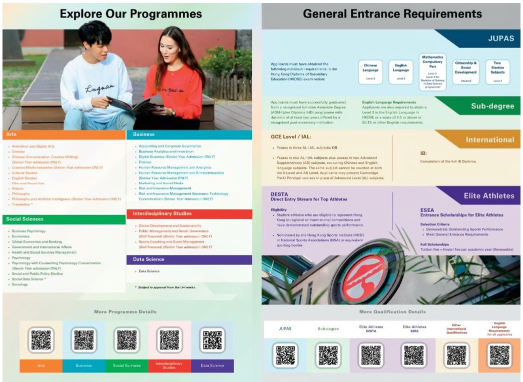
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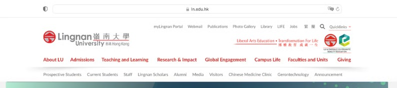
# *Event Moments: Promotion & Collateral*

*Created for Lingnan Registry*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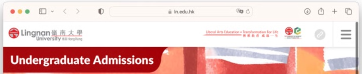
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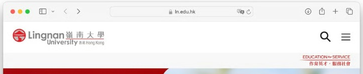
Undergraduate Admissions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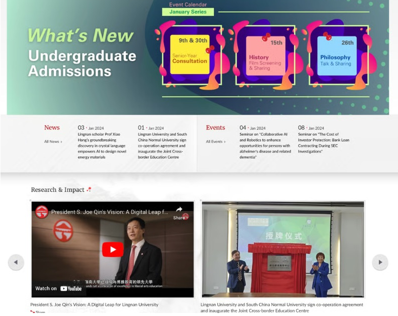
What's New
Undergraduate Admissions
Event Calendar
January Series
9th & 30th
Senior-Year Consultation
15th
History
Film Screening & Sharing
26th
Philosophy
Talk & Sharing
News
Events
Research & Impact
President S. Joe Qin's Vision: A Digital Leap f...

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UG Admissions Talk & Campus Tour
3/5
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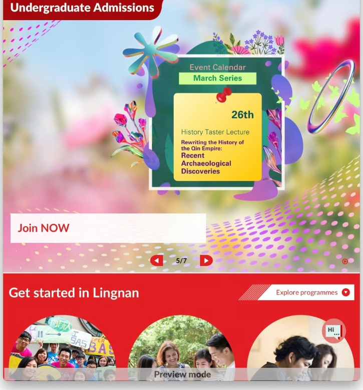
Preview mode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26th
History Taster Lecture
Rewriting the History of the Qin Empire: Recent Archaeological Discoveries
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5/7
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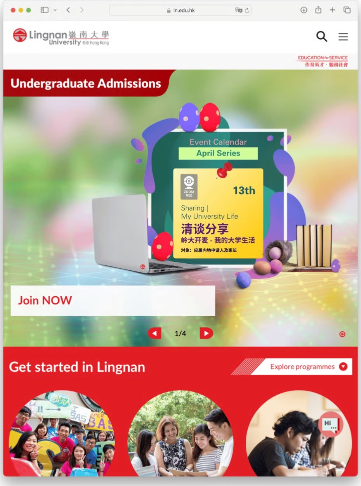
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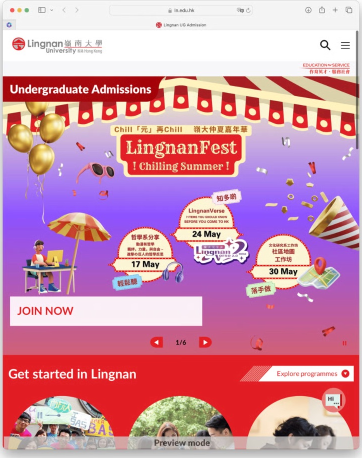
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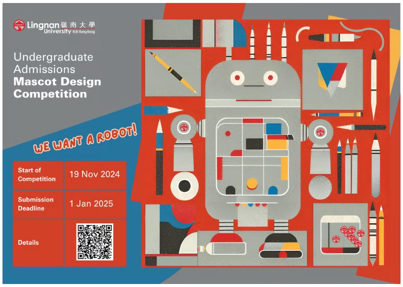
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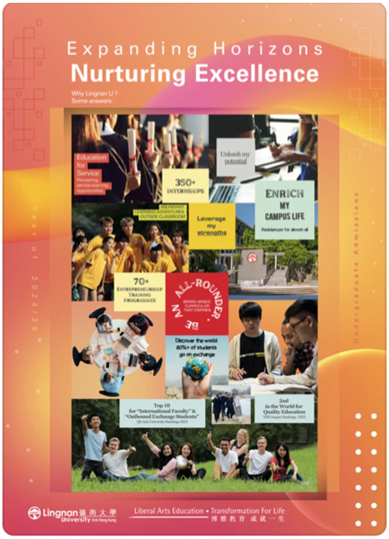
Undergraduate Admissions
Mascot Design Competition
WE WANT A ROBOT!

| | |
|---|---|
| Start of Competition | 19 Nov 2024 |
| Submission Deadline | 1 Jan 2025 |
| Details | |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Nurturing Excellence
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ENRICH MY CAMPUS LIFE
Residences for almost all
Leverage my strengths
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Top 10 for "International Faculty" & "Outbound Exchange Students"
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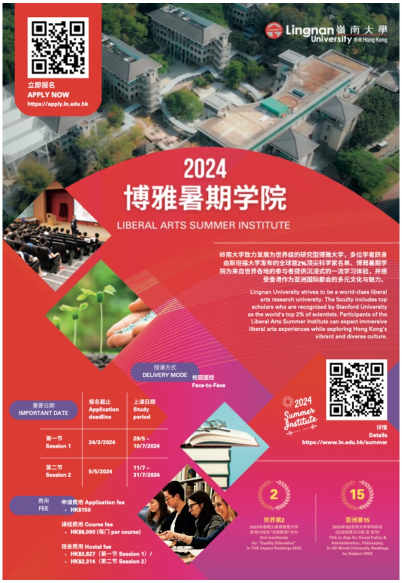
博雅教育 成就一生

I WAS TOLD I AM A REALLY NICE LINGNAN STUDENT AMBASSADOR
Summer Camp
JULY 2024
Alvis
Tony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## 2024
## 博雅暑期学院
LIBERAL ARTS SUMMER INSTITUTE

岭南大学致力发展为世界级的研究型博雅大学，多位学者跻身由斯坦福大学发布的全球首2%顶尖科学家名单。博雅暑期学院为来自世界各地的参与者提供沉浸式的一流学习体验，并感受香港作为亚洲国际都会的多元文化与魅力。

Lingnan University strives to be a world-class liberal arts research university. The faculty includes top scholars who are recognized by Stanford University as the world's top 2% of scientists. Participants of the Liberal Arts Summer Institute can expect immersive liberal arts experiences while exploring Hong Kong's vibrant and diverse culture.

授课方式 DELIVERY MODE
校园面授 Face-to-Face

| 重要日期 IMPORTANT DATE | 报名截止 Application deadline | 上课日期 Study period |
|---|---|---|
| 第一节 Session 1 | 24/3/2024 | 29/5 – 10/7/2024 |
| 第二节 Session 2 | 5/5/2024 | 11/7 – 31/7/2024 |

费用 FEE

申请费用 Application fee
- HK$150

课程费用 Course fee
- HK$6,000 (每门 per course)

宿舍费用 Hostel fee
- HK$3,827（第一节 Session 1）/
- HK$2,314（第二节 Session 2）

2024 Summer Institute

详情
Details
https://www.ln.edu.hk/summer

2
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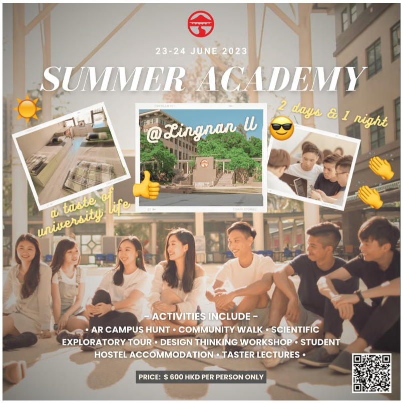
2023年泰晤士高等教育大学影响力排名"优质教育"评分
2nd worldwide for "Quality Education" in THE Impact Rankings 2023

15
亚洲第15
2023年QS世界大学学科排名（社会政策与行政 及 哲学）
15th in Asia for Social Policy & Administration, Philosophy, in QS World University Rankings by Subject 2023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SUMMER ACADEMY
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2 days & 1 night
a taste of university life

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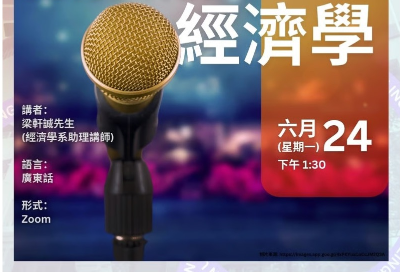
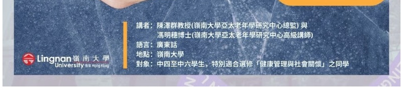
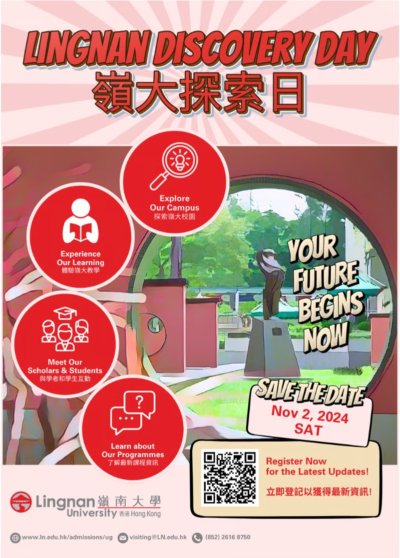
CHILL「元」再CHILL
經濟學系
Department of Economics
中四至中六學生
優先報名
LINGNAN UG LINGNAN UG LINGNAN U
流行文化與

CHILL「元」再CHILL
健康及社會服務管理課程
中四至中六學生
優先報名
LINGNAN UG LINGNAN UG LINGNAN U
照顧者悲劇，
能否避免？
七月9
(星期二)
下午2:30 - 4

中四至中六學生
優先報名
入學主題 講座巡禮
Admissions Talks
LINGNAN UG LINGNAN UG LINGNAN UG
Lingnan 嶺南大學 University 香港 Hong Kong


經濟學
講者：
梁軒誠先生
(經濟學系助理講師)
語言：
廣東話
形式：
Zoom
六月 (星期一) 24
下午 1:30


講者：陳澤群教授(嶺南大學亞太老年學研究中心總監) 與
馮明穗博士(嶺南大學亞太老年學研究中心高級講師)
語言：廣東話
地點：嶺南大學
對象：中四至中六學生，特別適合選修「健康管理與社會關懷」之同學


LINGNAN DISCOVERY DAY
嶺大探索日
Explore Our Campus 探索嶺大校園
Experience Our Learning 體驗嶺大教學
Meet Our Scholars & Students 與學者和學生互動
Learn about Our Programmes 了解最新課程資訊
YOUR FUTURE BEGINS NOW
SAVE THE DATE
Nov 2, 2024 SAT
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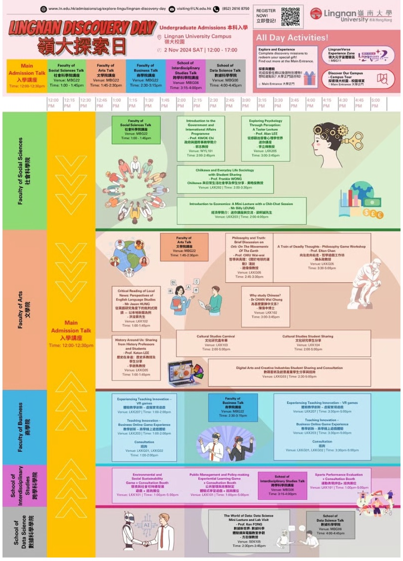
www.ln.edu.hk/admissions/ug/explore-lingu/lingnan-discovery-day visiting@LN.edu.hk (852) 2616 8750

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LINGNAN DISCOVERY DAY 嶺大探索日

Undergraduate Admissions 本科入學

Lingnan University Campus 嶺大校園

2 Nov 2024 SAT | 12:00 - 17:00

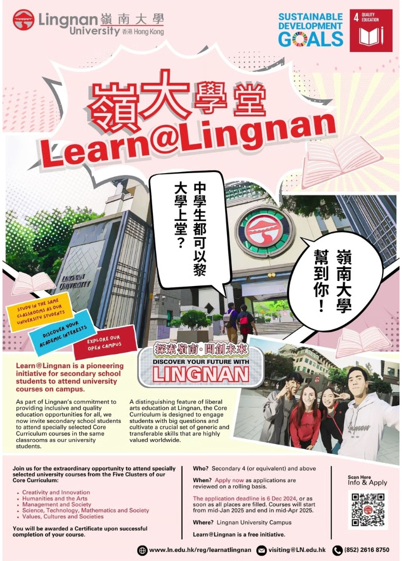
| Main Admission Talk 入學講座 | Faculty of Social Sciences Talk 社會科學院講座 | Faculty of Arts Talk 文學院講座 | Faculty of Business Talk 商學院講座 | School of Interdisciplinary Studies Talk 跨學科學院講座 | School of Data Science Talk 數據科學學院 |
|---|---|---|---|---|---|
| Time: 12:00-12:30pm | Venue: MBG22<br>Time: 1:00 - 1:45pm | Venue: MBG22<br>Time: 1:45-2:30pm | Venue: MBG22<br>Time: 2:30-3:15pm | Venue: MBG06<br>Time: 3:15-4:00pm | Venue: MBG06<br>Time: 4:00-4:45pm |

All Day Activities!

Explore and Experience
Complete discovery missions to redeem your special gift!
Find out more at the Main Entrance.
探索與體驗
完成探索任務以換領特別禮物!
想知道點玩? 大學正門話你知!
Main Entrance 大學正門

LingnanVerse Experience Zone 嶺大元宇宙體驗區 MBG11

Discover Our Campus - Campus Tour 探索嶺大校園 - 校園導賞 Main Entrance 大學正門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SUSTAINABLE DEVELOPMENT GOALS
嶺大學堂
Learn@Lingnan
中學生都可以黎大學上堂？
嶺南大學幫到你！
STUDY IN THE SAME CLASSROOMS AS OUR UNIVERSITY STUDENTS
DISCOVER YOUR ACADEMIC INTERESTS
EXPLORE OUR OPEN CAMPUS
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**Learn@Lingnan is a pioneering initiative for secondary school students to attend university courses on campus.**

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**Join us for the extraordinary opportunity to attend specially selected university courses from the Five Clusters of our Core Curriculum:**

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- Management and Society
- Science, Technology, Mathematics and Society
- Values, Cultures and Societies

**You will be awarded a Certificate upon successful completion of your course.**

**Who?** Secondary 4 (or equivalent) and above

**When?** Apply now as applications are reviewed on a rolling basis.

The application deadline is 6 Dec 2024, or as soon as all places are filled. Courses will start from mid-Jan 2025 and end in mid-Apr 2025.

**Where?** Lingnan University Campus

**Learn@Lingnan is a free initiative.**

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Info & Apply

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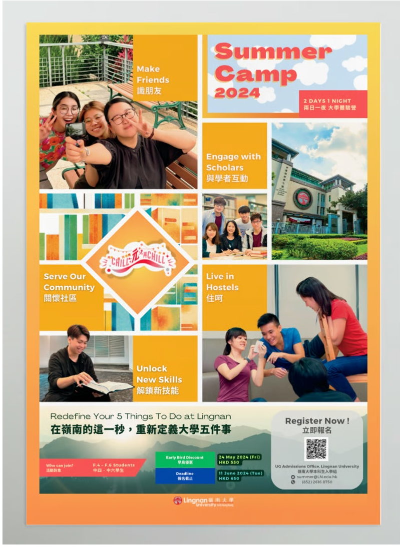
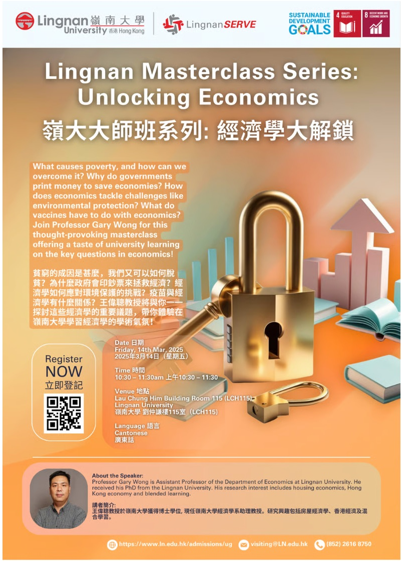

Make Friends 識朋友
Summer Camp 2024
2 DAYS 1 NIGHT 兩日一夜 大學體驗營
Engage with Scholars 與學者互動
Serve Our Community 關懷社區
Live in Hostels 住宿
Unlock New Skills 解鎖新技能

Redefine Your 5 Things To Do at Lingnan
在嶺南的這一秒，重新定義大學五件事

| Who can join? 活動對象 | F.4 - F.6 Students 中四 - 中六學生 |
|---|---|
| Early Bird Discount 早鳥優惠 | 24 May 2024 (Fri) HKD 550 |
| Deadline 報名截止 | 11 June 2024 (Tue) HKD 650 |

Register Now ! 立即報名
UG Admissions Office, Lingnan University
嶺南大學本科生入學組
summer@LN.edu.hk
(852) 2616 8750


Lingnan 嶺南大學 University 香港 Hong Kong
Lingnan SERVE
SUSTAINABLE DEVELOPMENT GOALS

Lingnan Masterclass Series: Unlocking Economics
嶺大大師班系列: 經濟學大解鎖

What causes poverty, and how can we overcome it? Why do governments print money to save economies? How does economics tackle challenges like environmental protection? What do vaccines have to do with economics? Join Professor Gary Wong for this thought-provoking masterclass offering a taste of university learning on the key questions in economics!

貧窮的成因是甚麼，我們又可以如何脫貧？為什麼政府會印鈔票來拯救經濟？經濟學如何應對環境保護的挑戰？疫苗與經濟學有什麼關係？王偉聰教授將與你——探討這些經濟學的重要議題，帶你體驗在嶺南大學學習經濟學的學術氣氛！

Register NOW 立即登記

Date 日期
Friday, 14th Mar, 2025
2025年3月14日（星期五）

Time 時間
10:30 – 11:30am 上午10:30 – 11:30

Venue 地點
Lau Chung Him Building Room 115 (LCH115),
Lingnan University
嶺南大學 劉仲謙樓115室（LCH115）

Language 語言
Cantonese
廣東話

**About the Speaker:**
Professor Gary Wong is Assistant Professor of the Department of Economics at Lingnan University. He received his PhD from the Lingnan University. His research interest includes housing economics, Hong Kong economy and blended learning.

**講者簡介:**
王偉聰教授於嶺南大學獲得博士學位，現任嶺南大學經濟學系助理教授。研究興趣包括房屋經濟學、香港經濟及混合學習。

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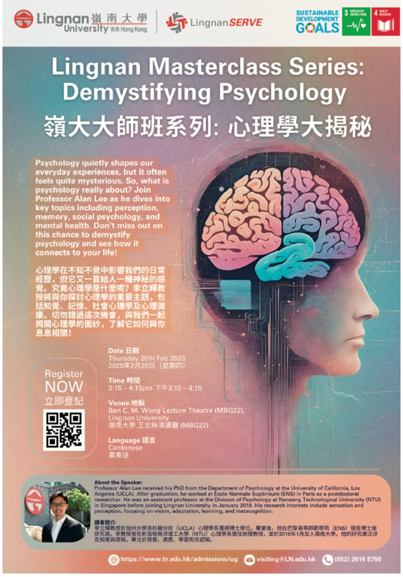
Lingnan 嶺南大學 University 香港 Hong Kong
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Lingnan Masterclass Series: Demystifying Psychology
嶺大大師班系列: 心理學大揭秘

Psychology quietly shapes our everyday experiences, but it often feels quite mysterious. So, what is psychology really about? Join Professor Alan Lee as he dives into key topics including perception, memory, social psychology, and mental health. Don't miss out on this chance to demystify psychology and see how it connects to your life!

心理學在不知不覺中影響我們的日常經歷，但它又一直給人一種神秘的感覺。究竟心理學是什麼呢？李立輝教授將與你探討心理學的重要主題，包括知覺、記憶、社會心理學及心理健康。切勿錯過這次機會，與我們一起揭開心理學的面紗，了解它如何與你息息相關！

Register NOW 立即登記

Date 日期
Thursday 20th Feb 2025
2025年2月20日（星期四）

Time 時間
3:15 – 4:15pm 下午3:15 – 4:15

Venue 地點
Ben C. M. Wong Lecture Theatre (MBG22),
Lingnan University
嶺南大學 王忠秣演講廳 (MBG22)

Language 語言
Cantonese
廣東話

**About the Speaker:**
Professor Alan Lee received his PhD from the Department of Psychology at the University of California, Los Angeles (UCLA). After graduation, he worked at École Normale Supérieure (ENS) in Paris as a postdoctoral researcher. He was an assistant professor at the Division of Psychology at Nanyang Technological University (NTU) in Singapore before joining Lingnan University in January 2016. His research interests include sensation and perception, focusing on vision, adaptation, learning, and metacognition.

**講者簡介:**
李立輝教授於加州大學洛杉磯分校（UCLA）心理學系獲得博士學位。畢業後，他在巴黎高等師範學院（ENS）擔任博士後研究員。李教授曾在新加坡南洋理工大學（NTU）心理學系擔任助理教授，並於2016年1月加入嶺南大學。他的研究廣泛涉及知覺與感知，專注於視覺、適應、學習和元認知。

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# Identity System and Premium Touch-points

Brand Strategy | Collectible Publications | Year-Round Engagement

### The Opportunity

There was a desire among leadership, alumni, and students to strengthen engagement. An identity system and premium touch-points were then created to unify the community, celebrate achievements, and leave a lasting impression on stakeholders.

### My Role

I focused on the visual identity and created digital and print assets that brought the brand to life from fresh angles.

### The Solution

Anchored by collectible annual reviews and themed booklets—as strategic gifts designed to deepen engagement across audiences.

### Collectible Annual Reviews:

- Designed a series of limited-edition, premium annual reviews: purposefully crafted hundred-page publications that enhanced the traditional review.
- Blended storytelling, photo-editing, and data visualization to highlight academic achievements, faculty innovation, and community impact.
- Used tactile finishes, and hand-numbered editions for important stakeholders as gifts.

### Themed Engagement Booklets:

- Each edition featured a unique visual theme while adhering to the core brand system.
- Used as gifts for important stakeholders, visiting dignitaries, and conversation starters at meetings.

### Integrated Brand Ecosystem:

Built a unified visual language—color palette, custom typography, and image style—that flowed from the booklets into:

- Festive seasonal greeting cards for physical mailing
- Social media templates
- Event signage
- Digital extensions: WhatsApp sticker packs, etc.

### The Result

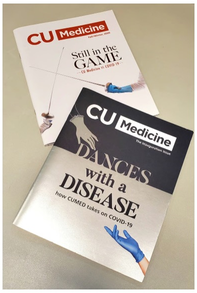
Recipients shared that they appreciated having these items and expressed interest in receiving more. The initiative also improved brand consistency.

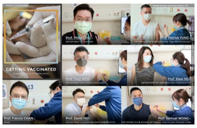
### Read Online:

- https://www.med.cuhk.edu.hk/about-us/overview/publication/covid-19-publication
- https://apps.med.cuhk.edu.hk/Faculty-Highlights-2021

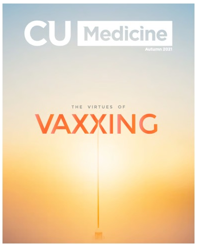
Faculty of Medicine
The Chinese University of Hong Kong
2020

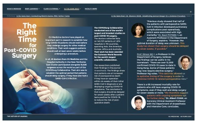
Faculty Highlight
2021

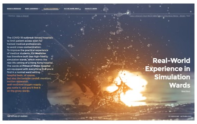

CU Medicine
Still in the GAME
CU Medicine
DANCES with a DISEASE
how CUMED takes on COVID-19


GETTING VACCINATED

Deep Learning


CU Medicine
Autumn 2021
THE VIRTUES OF
VAXXING


The Right Time for Post-COVID Surgery


Real-World Experience in Simulation Wards

Research Programmes
Collaboration Models
Contact Us

Research Programmes
Collaboration Models
Contact Us
MEDICAL ROBOTICS
MEDICAL ROBOTICS CENTER

# Digital Brand Experiences

**Website & UI/UX | Metaverse Strategy | Multi-media**

This section highlights selected projects related to UI/UX design, website revamps, metaverse, social media, and other digital platforms.

Collaborating with institutions such as The Chinese University of Hong Kong, Lingnan University, and The Hong Kong Polytechnic University, I have a proven track record in designing and updating over 11 mini-websites and participating in content-rich website revamps for universities. Besides, my role involved coordinating metaverse content, EDM creation, video editing, and providing UI/UX interface advice alongside brand identity guidelines.

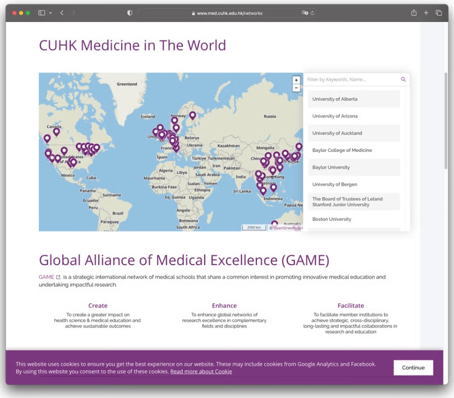
In addition to hands-on digital design experience, I worked closely with various internal teams and vendors, including website agencies and virtual environment developers, to ensure cohesive project delivery.

More:

- https://www.ln.edu.hk/admissions/ug
- https://www.med.cuhk.edu.hk/networks
- https://www.facebook.com/CUHKMedicine
- https://www.instagram.com/lingnanug

LIBERAL ARTS EDUCATION
DIGITAL ERA
Lingnan 嶺南大學 University 香港 Hong Kong
EDUCATION for SERVICE
作育英才・服務社會
ADMISSIONS
LINGNANVERSE
INSTAGRAM
嶺大元宇宙
LingnanVerse 2.0 Beta

Forum
嶺大元宇宙 LingnanVerse
同學可以化身虛擬角色探索校園的每個角落


www.med.cuhk.edu.hk/networks

CUHK Medicine in The World

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Iceland
Norway
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Turkmenistan
Iran
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Algeria
Libya
Saudi Arabia
India
Mexico
Cuba
Mauritania
Sudan
Yemen
Burkina Faso
Ethiopia
Sri Lanka
Panama
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South Africa
2000 km
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Global Alliance of Medical Excellence (GAME)

GAME is a strategic international network of medical schools that share a common interest in promoting innovative medical education and undertaking impactful research.

| Create | Enhance | Facilitate |
|---|---|---|
| To create a greater impact on health science & medical education and achieve sustainable outcomes | To enhance global networks of research excellence in complementary fields and disciplines | To facilitate member institutions to achieve strategic, cross-disciplinary, long-lasting and impactful collaborations in research and education |

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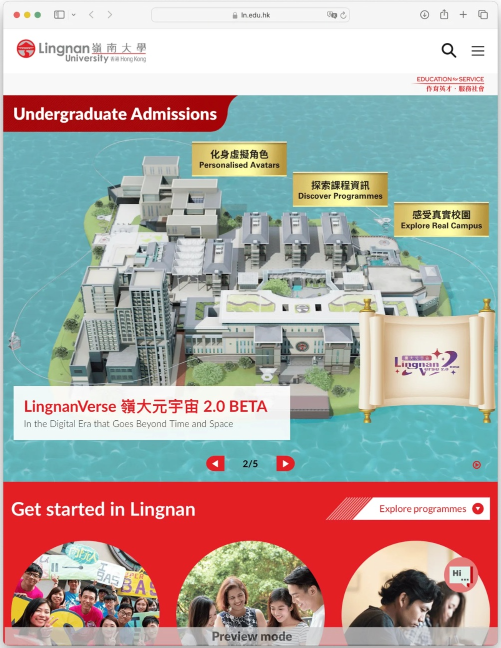
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Lingnan 嶺南大學 University 香港 Hong Kong
EDUCATION for SERVICE
作育英才・服務社會

Undergraduate Admissions

化身虛擬角色
Personalised Avatars
探索課程資訊
Discover Programmes
感受真實校園
Explore Real Campus

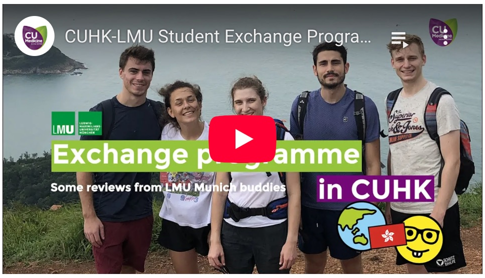
LingnanVerse 嶺大元宇宙 2.0 BETA

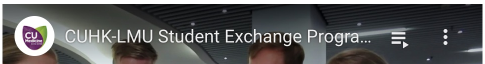
In the Digital Era that Goes Beyond Time and Space

2/5

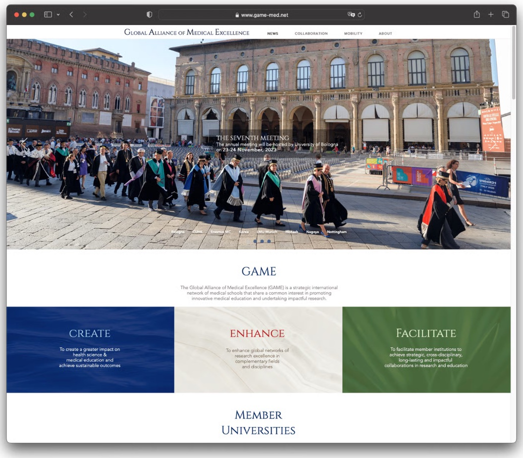
Get started in Lingnan

Explore programmes
Hi ...
Preview mode


CUHK-LMU Student Exchange Progra...
LMU
Exchange programme
Some reviews from LMU Munich buddies
in CUHK


CUHK-LMU Student Exchange Progra...

the four students were based at the Prince of Wales Hospital, the teaching hospital of The Chinese University of Hong Kong.


www.game-med.net
Global Alliance of Medical Excellence
NEWS
COLLABORATION
MOBILITY
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Bologna
CUHK
Erasmus MC
Korea
LMU Munich
Monash
Nagoya
Nottingham

THE SEVENTH MEETING

The annual meeting will be hosted by University of Bologna on 23-24 November, 2023

GAME

The Global Alliance of Medical Excellence (GAME) is a strategic international network of medical schools that share a common interest in promoting innovative medical education and undertaking impactful research.

CREATE

To create a greater impact on health science & medical education and achieve sustainable outcomes

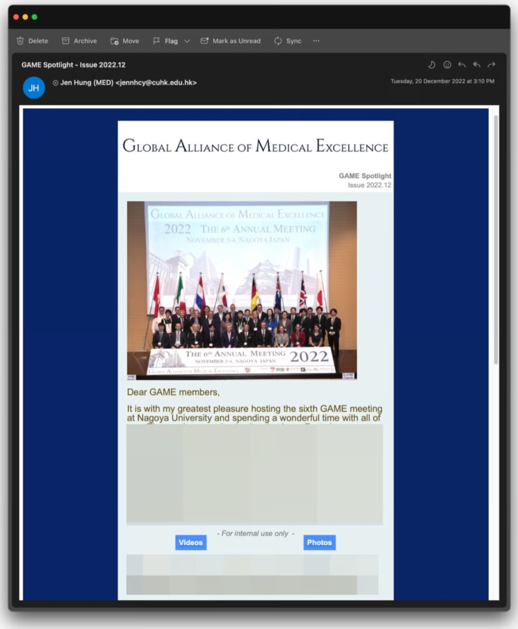
ENHANCE

To enhance global networks of research excellence in complementary fields and disciplines

FACILITATE

To facilitate member institutions to achieve strategic, cross-disciplinary, long-lasting and impactful collaborations in research and education

MEMBER UNIVERSITIES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Global Alliance of Medical Excellence
2022 The 6th Annual Meeting
November 3-4, Nagoya Japan
Videos
Photos

GAME Spotlight - Issue 2022.12

Jen Hung (MED) <jennhcy@cuhk.edu.hk>

Tuesday, 20 December 2022 at 3:10 PM

Global Alliance of Medical Excellence

GAME Spotlight
Issue 2022.12

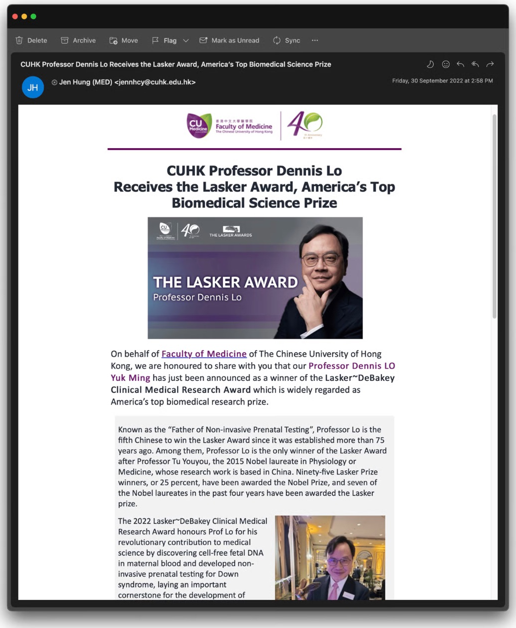
Dear GAME members,

It is with my greatest pleasure hosting the sixth GAME meeting at Nagoya University and spending a wonderful time with all of

[redacted]

- For internal use only -

[redacted]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CU Medicine
Faculty of Medicine
The Chinese University of Hong Kong
40
THE LASKER AWARDS
THE LASKER AWARD
Professor Dennis Lo

CUHK Professor Dennis Lo Receives the Lasker Award, America's Top Biomedical Science Prize

Jen Hung (MED) <jennhcy@cuhk.edu.hk>

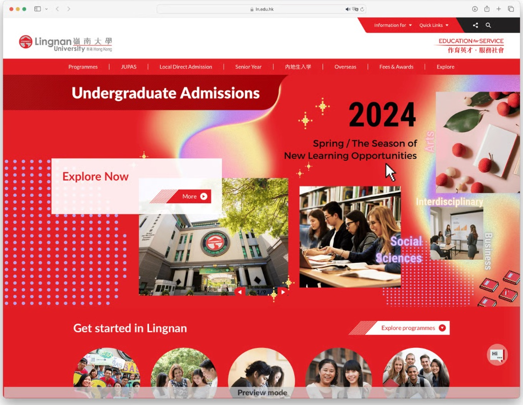
Friday, 30 September 2022 at 2:58 PM

**CUHK Professor Dennis Lo Receives the Lasker Award, America's Top Biomedical Science Prize**

On behalf of Faculty of Medicine of The Chinese University of Hong Kong, we are honoured to share with you that our **Professor Dennis LO Yuk Ming** has just been announced as a winner of the **Lasker~DeBakey Clinical Medical Research Award** which is widely regarded as America's top biomedical research prize.

Known as the "Father of Non-invasive Prenatal Testing", Professor Lo is the fifth Chinese to win the Lasker Award since it was established more than 75 years ago. Among them, Professor Lo is the only winner of the Lasker Award after Professor Tu Youyou, the 2015 Nobel laureate in Physiology or Medicine, whose research work is based in China. Ninety-five Lasker Prize winners, or 25 percent, have been awarded the Nobel Prize, and seven of the Nobel laureates in the past four years have been awarded the Lasker prize.

The 2022 Lasker~DeBakey Clinical Medical Research Award honours Prof Lo for his revolutionary contribution to medical science by discovering cell-free fetal DNA in maternal blood and developed non-invasive prenatal testing for Down syndrome, laying an important cornerstone for the development of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