

# GALVIN 池久博 CHI

V I S U A L C O M M U N I C A T O R



+852 9647 1212 | galvin.chi@gmail.com | madeofwater.art

# GALVIN CHI

has had **16 YEARS** of experience working as an **ART DIRECTOR & CREATIVE CONSULTANT** in a variety of industries,

---

including:

**Fashion & Lifestyle**

**Gaming & Entertainment**

**Telecommunications & IT**

**Premier Banking**

**Governmental Organizations**

**Tourism & Hospitality**

**Beauty & Wellness**

**Creative Projects**

Collaborating with and leading creative and technical teams to deliver **CREATIVE BRANDING** and **MARKETING SOLUTIONS** from ideas and concepts to design and **EXECUTION.**

## FASHION & LIFESTYLE



JESSICA



## GAMING & ENTERTAINMENT



## TELECOMMUNICATIONS & IT



Lenovo

## BANKING



## GOVERNMENTAL ORGANIZATIONS



The Hong Kong Jockey Club



## TOURISM & HOSPITALITY



## BEAUTY & WELLNESS



## CREATIVE PROJETS



# SHOWCASE 2022-2023

CREATIVE PROJECTS



**BMW HONG KONG**  
TRAVEL WITH BMW: FINLAND

TRAVEL WITH BMW  
**FINLAND**

SUPPORTED BY  
FINNCHAM HONG KONG

**08DEC2022-03JAN2023**

**BMW iSPACE**  
Shops 5A & 5B, G/F, Hopewell Centre,  
183 Queen's Road East, Wan Chai, Hong Kong

TRAVEL WITH BMW  
**FINLAND**

BOARDING PASS  
TRAVEL WITH BMW  
**FINLAND**

ICELANIC

We cordially invite you for  
TRAVEL WITH BMW  
**FINLAND**

07DEC2022  
100 - 300PM  
BMW iSPACE  
Shops 5A & 5B, G/F, Hopewell Centre,  
183 Queen's Road East, Wan Chai, Hong Kong

RSVP  
ANDREE LEE  
andree@bmv.com.hk  
2550 7226  
KELVIN CHUNG  
kelvin@bmv.com.hk  
6844 9725

#MERRY CHRISTMAS  
MERRY CHRISTMAS  
TRAVEL WITH BMW  
**FINLAND**

CHRISTMAS IN  
**FINLAND**

HOW IT WORKS? \*

01 Smile and Snap  
02 Scan and Upload  
03 Print and Place

SUPPORTED BY

iWISH

iWISH

iWISH聖誕祈願募集  
隨時贏走旅遊禮券  
MAKE IWISH AND WIN TRAVEL VOUCHERS

願手把你的聖誕願望掛在祈願樹上，讓聖誕的祝福與希望凝聚，分享冬日溫暖。參與祈願更有機會贏走芬蘭航空旅遊禮券，實現你的旅行夢！

Write your Christmas wishes on the card and hang it on the Wishing Tree. Let the blessings and hopes grow and share the warmth this festive season. You can also get a chance to win Finnair Gift Vouchers and make your travel dreams come true!

iWISH

iWISH聖誕祈願募集  
隨時贏走旅遊禮券  
MAKE IWISH AND WIN TRAVEL VOUCHERS

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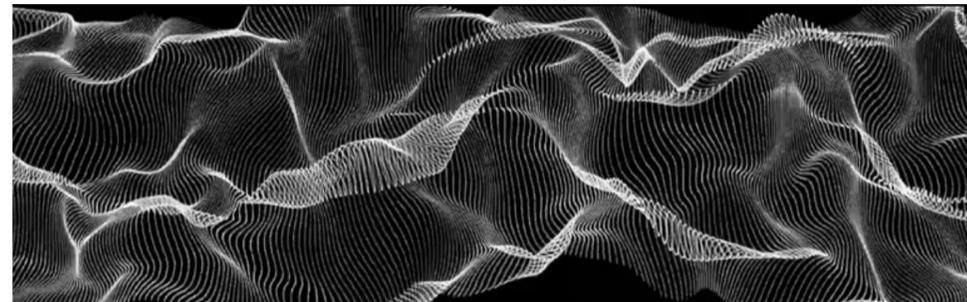
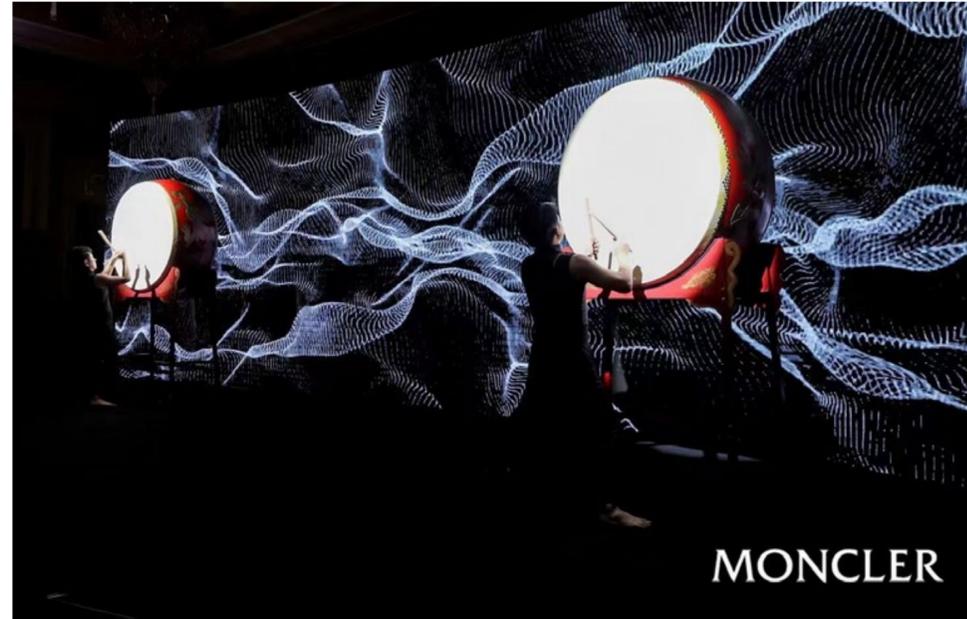


**MONCLER**

VIP GIFT & EVENT BACKDROP ANIMATION



Chinese Moon Fest VIP Gift Set 2022



Regional Summit 2023 Event Stage Backdrop Animation





**PURE YOGA**  
TAGA | TWINS ADVENTURE YOGA EVENT

Introduction to  
**TAGA**  
with Otto Yeung & Luigi Prato

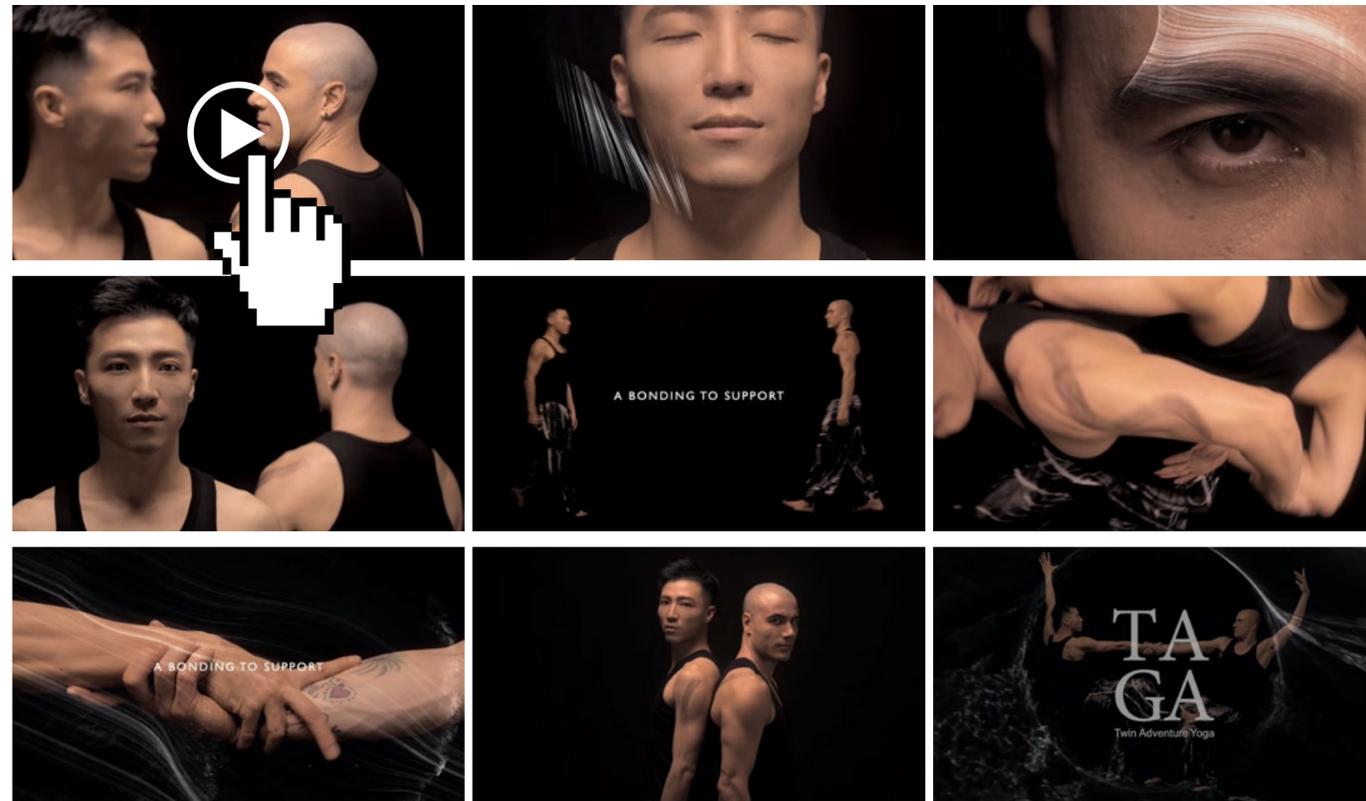
**Twin Adventure Yoga**

In this workshop, participants will learn the dynamics and freedom of their body via the contemporary variations of twin yoga postures. Otto & Luigi will lead students to move their body through chic and playful sequences of partner-assisted poses, the double yoga poses where communication is improved amongst the couple and synchronises each other in symmetrical poses to reflect the balance and trust of the relationship.

**Saturday, 9 December**  
**Pacific Place – Admiralty**

Proudly sponsored by  
BEE PRO STUDIO  
DAFU  
HK MAKEUP ARTIST ACADEMY  
MOOMIN+WATER  
VINCENT LI

Official Key Visual



Campaign Video



Marketing Video

Proud Sponsors  
BEE PRO STUDIO  
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VINCENT LI

**TAGA**

Saturday, 9 December | Pacific Place – Admiralty

Proud Sponsors  
BEE PRO STUDIO  
HK MAKEUP ARTIST ACADEMY  
VINCENT LI

**TAGA**

Saturday, 9 December | Pacific Place – Admiralty

Brand Collabrator Key Visual



# ONE-O-FIVE × DAFU HONG KONG

CENTRESTAGE 2022 PROMOTION

# JESSICA ISSUE NOV 2023

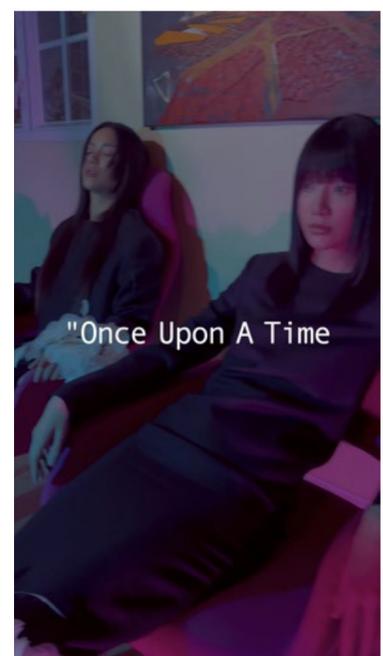
HIGH JEWELRY & FASHION SHOOTING



Exhibition Booth & Promotional Materials

Invitation

High Jewelry Video



Styling Direction

Social Media

Fashion Runway Backdrop

High Fashion Video

VINCENT LI  
 Believing in  
**BEAUTY EXISTS BECAUSE PERFECTION DOES NOT**  
 Vincent Li founded his eponymous fashion label with passion, intellectual artisanship and creativity, aspiring to empower people who struggle to identify themselves with styles.

**THE ROCK & SKIN EXHIBITION**  
 破

**S214**  
 BLOCK A, PMQ  
 35 Aberdeen Street  
 Central, Hong Kong

2022.07.05 - 08.30

vincentlistudio  
 vincent.com.au

**ROCK & SKIN** also known as the 2 Chinese characters 石 & 皮 which together form the word 破 MEANING BREAKING, are echoing the core message of coming out of one's comfort zone & breaking traditional rules or gender perceptions.

**EXPERIENCE**  
 the emotional changes in the breaking-through journey

**EXPLORE**  
 the redefined concept of identities through ROCK & SKIN AW22/23

**UNLEASH**  
 your creativity at the DIY workshop to jointly improvise a unique art piece

**FEATURING**  
 香港藝術館 THE MUSEUM OF HONG KONG ARTS  
 HK MAKEUP ARTIST by RACHEL PONG LISA-1958  
 MADE:WATER.art NATURAL simon chim iforlwo



VINCENT LI  
 THE ROCK & SKIN EXHIBITION  
 破

Who couldn't make you feel  
 to experience Li's  
 emotional breakthrough journey of  
 ROCK & SKIN II AW22/23 COLLECTION  
 at PMQ

15.07.2022  
 Session 1 1:00-2:30PM Session 2 2:30-4:00PM Session 3 4:00-5:30PM  
 Themed Art Performance Session  
 7:30-8:00PM

S214, Block A, PMQ  
 35 Aberdeen Street, Central, Hong Kong

RSVP 6588 1168 | Rachel Pong  
 rachel@concept-promotions.com

**HIGHLIGHTED THEMATIC ART PERFORMANCES**  
 FEEL IT  
 Sensational carnival presentation of AW22/23

SEE IT  
 Live art & body painting performance

TOUCH IT  
 Display of sustainable fabrics used in Rock & Skin Collections including REEL SKIN

HEAR IT  
 Themed audio narrative

TASTE IT  
 Customized Rock & Skin cocktails

TAKE IT  
 A SPECIAL GIFT as a memento of your Rock & Skin journey

THE ROCK & SKIN EXHIBITION  
 RSVP  
 6588 1168 | Rachel Pong | rachel@concept-promotions.com





FRINGE CLUB

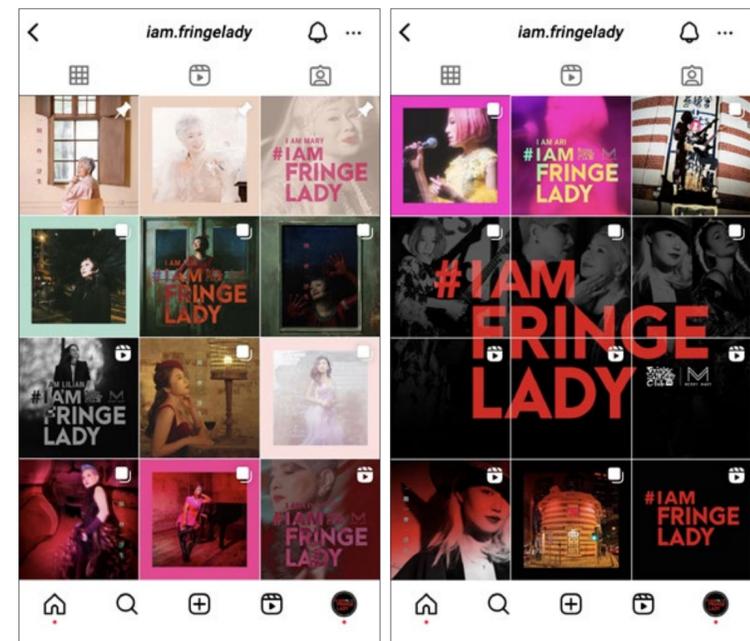
I AM FRINGE LADY ART EXPERIMENTAL PROJECT



Visual Identity & Art Direction



Sales Brochure

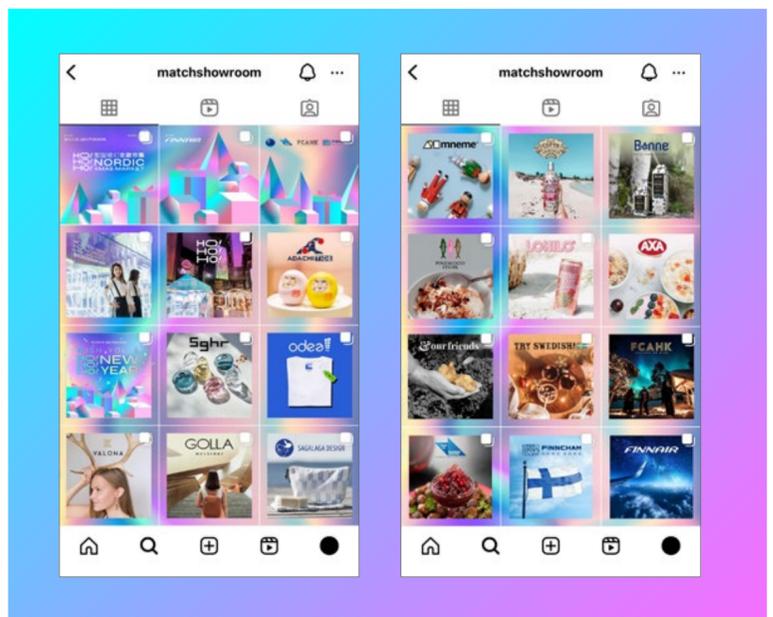


Social Media Management



Campaign Video

**FINNAIR FINNAIR**  
HO! HO! HO! NORDIC XMAS MARKET



DELIVERY | Visual Identity | Creative & Art Direction | Marketing Collaterals | Social Media Management



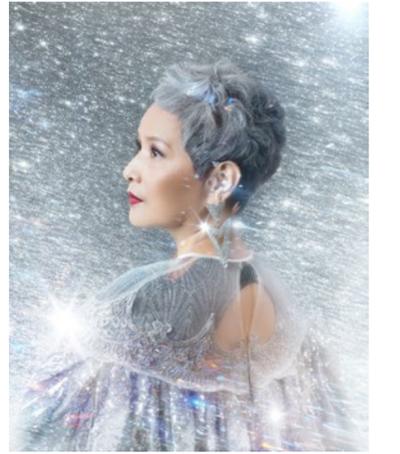
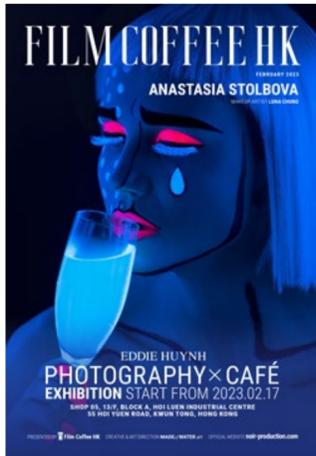
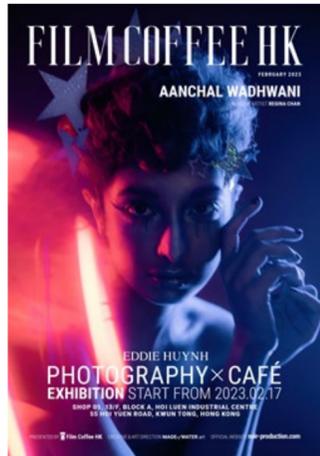
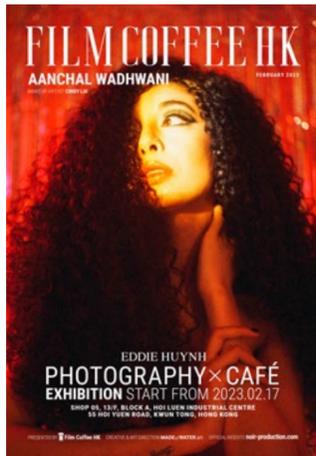
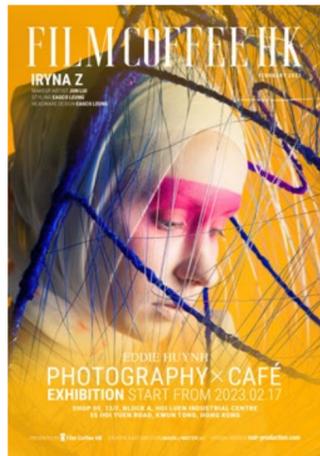
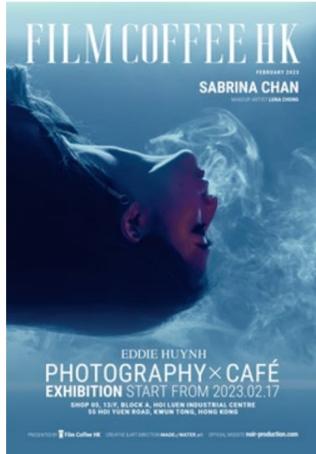
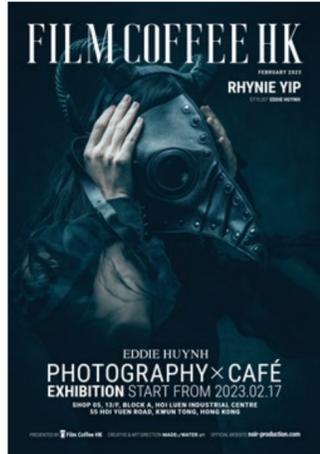
# FILM COFFEE HK

EDDIE HUYNH PHOTOGRAPHY X CAFE EXHIBITION

# LISA\*1958

## FASHION PHOTOGRAPHY

STYLING, ART DIRECTION, PHOTO RETOUCHING



Post Card

Invitation

# SHOWCASE 2008-2022

IN-HOUSE & AGENCY PROJECTS

# GAMING & ENTERTAINMENT



**Are You Game?**  
World Dream International Baccarat Tournament

Total Prize **HK\$8,000,000**

World Dream

Preliminary*		Semi-Final & Final	
MAR 23	2:30 PM 下午	APR 19	10:30 PM 下午
3月		4月	

**JOIN NOW**

Please contact your Relationship Manager for details  
\*By invitation only. Terms and conditions apply.

rwas.com



**bc MAGAZINE**

**Hong Kong Rocks**

**PLEASE TURN OFF YOUR PHONE**  
hklff - a cinematic orgy  
Migrant Murder  
Pasta Pleasure

**Liu Sola, whose new chamber opera picks at women who use men to gain power, has brought many firsts to the Chinese music scene – the first Chinese blues song, Reborn, the first Chinese rock opera, Blue Sky Green Sea. Renowned as a vocalist, composer and fiction writer, Liu Sola is in town to perform her opera Fantasy of the Red Queen for the first time in Hong Kong and describes it as “a diverse mixture that has probably never happened in China.”**

**RUIN IN ROYAL RED**

# TELECOMMUNICATIONS & IT

**網上行**

真正「光纖入屋」寬頻  
締造光纖城市 活現生活

UHub netvigator Smart Living

**光纖寬頻 100M\***

網上行

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BUNDLES OFFER

lenovo

DO CONNECT TWO HEARTS WITH LENOVO SMARTPHONE

LENOVO A269i

LENOVO S650

lenovo FOR THOSE WHO DO

VIBE X



# GOVERNMENTAL ORGANIZATIONS



The Hong Kong Jockey Club



**SHOW Your EXHIBITION BADGE TO ENJOY VIP Offers at HONG KONG INTERNATIONAL AIRPORT**

憑展覽會入場證 憑展覽會入場證 憑展覽會入場證 憑展覽會入場證 憑展覽會入場證

Enjoy VIP Offers by Showing your Exhibition Badge Business travellers with Hong Kong Trade Development Council Exhibition Badge can enjoy an exceptional range of world class shopping and dining offers at designated outlets at Hong Kong International Airport one month prior, during and after the exhibition.

憑展覽會入場證 尊享超凡貴賓待遇 商務旅客憑香港貿易發展局展覽會入場證，可於展覽期間及前後一個月，於香港國際機場指定用戶處享受頂級的購物及餐飲優惠。

For offer details, please visit [www.hongkongairport.com/zh/airport/promo](http://www.hongkongairport.com/zh/airport/promo) 有關優惠詳情，請瀏覽 [www.facebook.com/HKAirportPromo](http://www.facebook.com/HKAirportPromo)

Look for the sign in shops to enjoy VIP offers! 留意舖戶的標誌，便可享受此項優惠!

香港國際機場 二號客運大樓  
**小偵探總動員**  
搜查機場每個角落「樂」  
消費即買免費車票及機場現金券

香港國際機場 二號客運大樓  
**小偵探總動員**  
搜查機場每個角落「樂」

由即日起至5月15日，於二號客運大樓即日消費滿指定金額，即可獲贈及機場現金券。

消費金額	獲贈現金券
HK\$300	HK\$20
HK\$400	HK\$25
HK\$500	HK\$30
HK\$600	HK\$35
HK\$700	HK\$40
HK\$800	HK\$45
HK\$900	HK\$50

獲贈現金券 (每人限) 詳情請向各指定商店查詢

有效期：2013年5月15日至2013年5月31日

查詢電話：+852 2362 4000

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LIVE IT UP WITH FRIENDS EVERY HAPPY WEDNESDAY

MORE THAN RACING RACE FOR MORE

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superb audio-visual experience  
at Level 5 of Terminal 2, Hong Kong International Airport

**跳進非凡影音領域**

香港國際機場二號客運大樓第五層

BOSE, D'Adda, Logitech, LEICA STORE Hong Kong

JCDecaux

# TOURISM & HOSPITALITY



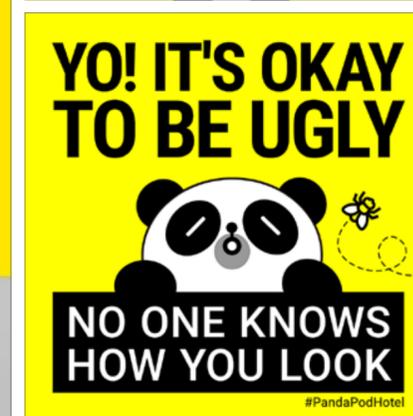
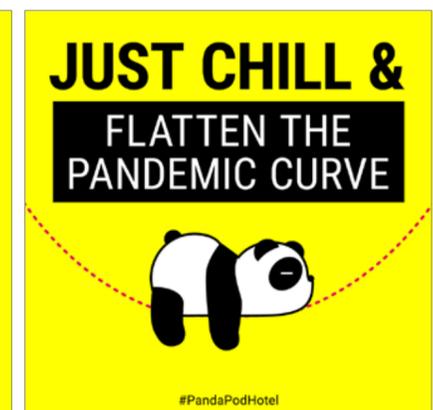
**MERRY SUPER SEACATION ON WORLD DREAM**

Limited Time Offer

Balcony from **\$205\***/person

\*T&Cs apply.

**BOOK NOW**



# BEAUTY & WELLNESS

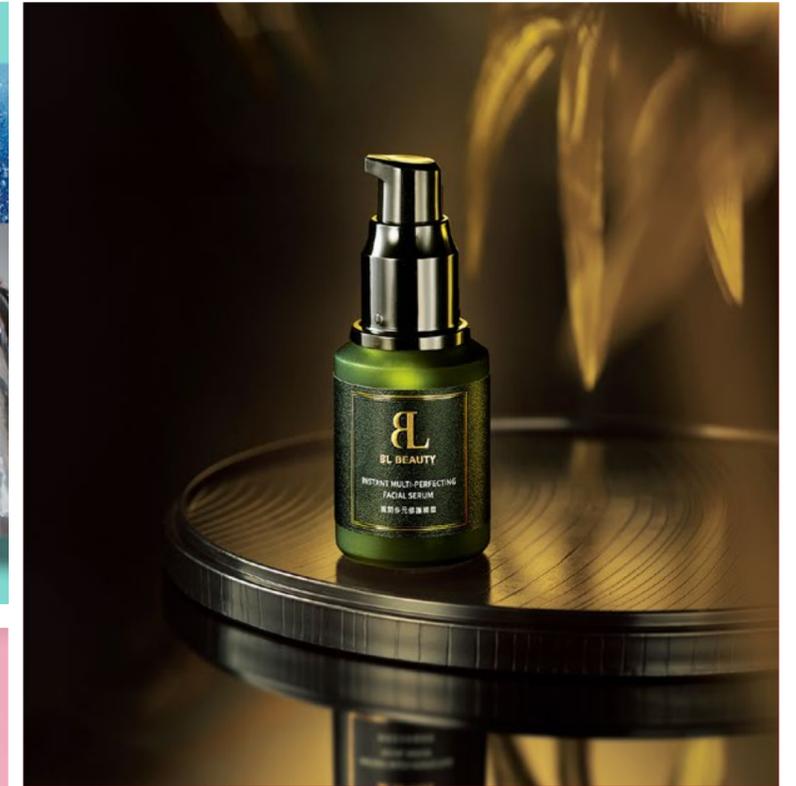
ASANA  
MY WELLNESS

BL  
BL BEAUTY

NMN  
NMN Perfect Care  
COLLECTION



A grid of four panels highlighting the ASANA No.1 product. The top-left panel features the headline "一秒神水" (1-second miracle water) and "水光亮肌" (hydrated glowing skin). The top-right panel asks "女人不能乾?" (Can women be dry?) and "我晒乾了就是老了" (I'm dried out, that's getting old). The bottom row contains four columns: "水·世界" (Water World), "創·科研" (Innovation Research), "全·專家" (All Experts), and "真·天然" (True Natural). The right side of the grid features a "肌底精華" (Skin Essence) section with a product image and text describing its benefits.



Two promotional posters for ASANA. The left poster is red and gold, titled "ASANA BEAUTY IS A GIFT" and "聖誕快樂 1225". The right poster is purple and gold, titled "ASANA A NEW YEAR WITH LUCK" and "\$50,000". Both posters feature decorative elements like flowers and lanterns.



A grid of three panels showcasing the NMN Perfect Care Collection. The left panel shows a collection of products including a cream jar and a serum bottle. The middle panel is titled "細胞360°全面修護" (Cell 360-degree comprehensive repair) and features a blue serum bottle. The right panel is titled "眼面兩用 | 抗皺煥白" (Eye and face dual-use | Anti-wrinkle brightening) and features a cream jar.

# CREATIVE PHILOSOPHY

# MADE*of*WATER

Galvin Chi's **CREATIVE PHILOSOPHY** was inspired by the diverse states of **WATER**, which physically exists as **MIST, CLOUDS, LIQUID** and such solid forms as **ICE** while maintaining its **ESSENTIAL PROPERTIES**.

With this in mind, he creates **ELEGANT & IMPACTFUL VISUALS** that embody the clarity and versatility of water, uniquely tailored to meet **THE SPECIFIC NEEDS OF EACH COMPANY**.



# GALVIN CHI

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is set for a career restart in more

**CREATIVE DIRECTING** and **MANAGEMENT ROLES.**

He is currently working as a slasher covering fashion and lifestyle projects such as:

- TRAVEL WITH BMW: FINLAND
- Moncler Moon Fest VIP Gift Set 2022
- Vincent Li 破 The Rock & Skin Exhibition
- Yamasawa Press x Dafu Fashion Show and Exhibition

Aligned with the limitations on any individual person's ability, CHI aspires to work **COLLABORATIVELY WITH A TEAM, SHARING HIS EXPERIENCES AND BRAINSTORMING WITH HIS FELLOWS.**

## WORK APPROACH

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- Set achievable targets and keep to plans.
- Have conversations and be open-minded in exploring new realms for enhanced creativity.
- Experiment with different methods and perspectives to deliver messages to the target audience in a way that is visually pleasing, engaging and strategically meaningful.

# HIGHLIGHTED WORK EXPERIENCE

2022-23  
1 YEAR

HIGHLIGHTED  
PROJECTS

## CREATIVE DIRECTOR (PROJECT BASED) MATCH SHOWROOM | SLASHER@MADE OF WATER

### TRAVEL WITH BMW: FINLAND

- **Increases High-End Customer Base** through collaboration with Consulate General of Finland & Finnish Chamber of Commerce.
- **Increase in Brand Awareness** by transforming the car showroom into a thematic Christmas Market with surprise.

### VINCENT LI 破 THE ROCK & SKIN EXHIBITION

- **Increase in Brand Awareness** through multiple brand collaborations, promotions, and media reports.
- **20+ Media Reports** increase in brand awareness
- **9 Brands Collaboration** helped to increase the reach of the event and attract a wider audience.

### LISA·1958

- **A Personal Branding Project** for promoting LISA·1958, a cancer survivor turned into the first senior fashion model in Hong Kong.
- **5 Media Interviews:** ViuTV, NowTV, HK01, 8杯水, Bowtie
- **2 Charity Projects:** 認病·不認命K11 Exhibition, 夢想·盛放慈善相集
- **10+ Brands Collaboration:** Noveltylane, CANACO\_, Dafu, Oplus 2, Cabo., Vincent Li, Avant Gardist, Yeung Chin, etc

2018-22  
4 YEARS

MAIN  
ROLES

## ASSISTANT MANAGER MARKETING SERVICES CREATIVE TEAM, GENTING HONG KONG

- Oversaw a six-member team for branding management, directly reporting to the Vice President of marketing services.
- Liaised closely with the creative team to deliver solutions from ideas, concept creation to art direction.
- Assisted with the conceptual design, art direction and execution of yearly events such as global digital tournaments creating marketing collateral and promotional material in digital and print form.

2015-17  
2 YEARS

MAIN  
ROLES

## ASSISTANT ART DIRECTOR ASANA 360 GLOBAL

- Reported to the Creative Director for creative input, visual design development and art direction.
- Developed layouts and templates used by the broader design team.
- Coordinated creative design and execution closely with the technical team.

# MORE ABOUT GALVIN CHI

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## EDUCATION

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2009

**BACHELOR OF ARTS IN DESIGN**

Visual Communication  
Hong Kong Polytechnic University

2005

**ASSOCIATE IN DESIGN**

Visual Communication  
Hong Kong Community College

## HOBBIES

---

**MOVIES**  
**EXHIBITIONS**  
**TRAVEL**  
**SINGING**  
**TRY SOMETHING NEW**

## LANGUAGES

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**ENGLISH** Fluent  
**CANTONESE** Fluent  
**MANDARIN** Native

## SKILLS

---

- **ADOBE CREATIVE SUITE**  
Photoshop, Illustration, InDesign & AfterEffect
- Marketing Strategy
- Corporate Identity & Branding Solutions
- Photography & Video Art Direction
- Typography & Illustration
- Digital Marketing & Social Media

**EXPECTED SALARY**  
**NEGOTIABLE**

**AVAILABILITY**  
**IMMEDIATE**

**CONTACT**  
**galvin.chi@gmail.com**  
**+852 96471212**

# REFERENCE LETTER

AMY TING, VICE PRESIDENT MARKETING SERVICES OF RESORTS WORLD AT SEA, GENTING HONG KONG



Galvin is very experienced with the various pieces of design software and always provides **HIGH-QUALITY CREATIVE IDEAS** and **THE EXECUTION** of such in business settings.

His sensitivity to and **CRITICAL JUDGEMENT** on the use of diverse art forms, visual elements, layouts, etc. all can be translated into **BUSINESS PERSPECTIVES** and initiatives that precisely and **ADEQUATELY COMMUNICATE MARKETING AND ADVERTISING GOALS**. I am impressed with his **DETAIL-ORIENTED MIND** and his trait of always striking for the best that he can deliver.

The rebranding exercise and brand guidelines have once again proven that he could offer **EXCELLENT BRAND GUIDANCE** to the team.

Apart from working under Marketing Services, he was assigned three-month job relocation to work with the **GENTING HONG KONG DIGITAL TEAM** solicited for **TEMPORARY CREATIVE ASSISTANCE**.

During his secondment, he soon became the **NEW TEAM'S FAVORITE** for his creative versatility and professional attitude. Whoever has worked with Galvin agrees that he can **WORK WELL BOTH INDIVIDUALLY** in his own role and **COLLABORATIVELY WITH OTHERS** as a member of the team.

**I HAVE NO HESITATION TO RECOMMEND GALVIN TO ANY COMPANY AND WISH HIM ALL THE VERY BEST.**

28<sup>th</sup> January 2022

To whom it may concern,

*Galvin Chi* was employed with Resorts World At Sea under the Genting Hong Kong Group in the position of Assistant Manager, Marketing Services for the last four years until January 2022.

*Galvin* is very experienced with the various pieces of design software and always provides high-quality creative ideas and the execution of such in business settings. His sensitivity to and critical judgement on the use of diverse art forms, visual elements, layouts, etc. all can be translated into business perspectives and initiatives that precisely and adequately communicate marketing and advertising goals. I am impressed with his detail-oriented mind and his trait of always striking for the best that he can deliver. The rebranding exercise and brand guidelines have once again proven that he could offer excellent brand guidance to the team.

Apart from working under Marketing Services, he was assigned three-month job relocation to work with the Genting Hong Kong Digital Team solicited for temporary creative assistance. During his secondment, he soon became the new team's favorite for his creative versatility and professional attitude. Whoever has worked with Galvin agrees that he can work well both individually in his own role and collaboratively with others as a member of the team.

I have no hesitation to recommend Galvin to any company and wish him all the very best.

Yours sincerely,

Amy Ting  
Vice President - Marketing Services  
Resorts World At Sea  
Genting Hong Kong

**“ THE WATER IS ALWAYS DEEPER THAN  
WHAT IT REFLECTS.”**

MARTY RUBIN



I would like to share  
a **DEEPER UNDERSTANDING** of my **BACKGROUND & PROJECTS**  
with you at your earliest convenience

**GALVIN CHI | +852 9647 1212**

✉ galvin.chi@gmail.com | 🌐📷 madeofwater.art

