

Nelson Choi

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Experience

Senior Visual Designer | Shoplazza | Dec 2023 – Jul 2025

- Accelerated new page launch cycle by 3x by building a scalable design system with 200+ components and prototypes of UI elements with micro-animations, ensuring consistent implementation across all webpages.
- Drove a 3-month global website redesign nominated for The Webby Awards, collaborating with designers, engineers, and marketing stakeholders to deliver 46 webpage designs that improved clarity and navigation, reaching 1M monthly global visits.
- Improved cross-team communication efficiency by 33% by introducing a task management workflow implemented company-wide, enabling faster project execution, stronger collaboration across global teams, and 100% on-time creative delivery.
- Elevated brand visibility to 100K+ industry professionals by designing comprehensive event materials including digital ads, social media assets, flyers, and event signage for major North American conferences such as NRF, Collision, Shoptalk, eTail, and White Label Expo.

Web Designer | Freedom Communications Ltd. | Jan 2022 – Jul 2023

- Advocated and led the agency-wide adoption of Figma, integrating design and front-end workflows to streamline collaboration and deliver projects up to 50% faster with consistent, developer-ready designs.
- Designed and developed 20+ accessible, responsive websites for government, NGO, and SMB clients, delivering websites that met accessibility (WCAG 2.0 AA) standards and helping the company earn Triple Gold and Designer Awards from the Hong Kong Digital Accessibility Recognition Scheme.
- Partnered closely with cross-functional teams and clients from concept to launch, presenting ideas and gathering feedback, resulting in 100% client satisfaction across all projects.

Web Designer | Eggshell Creative Consultancy | Dec 2018 – Dec 2020

- Designed, developed, and maintained WordPress websites, optimizing content for SEO and front-end performance, achieving 90+ scores on Google PageSpeed Insights, and implementing analytics tools (Google Analytics, Facebook Pixel) to drive data-informed design and business decisions.
- Deployed and managed domains, hosting, and databases on cloud platforms, maintaining near-100% uptime and stable, high-performance site operations.

Skills

- Design Expertise: UI/UX Design, Web Design, Web Development, Interaction Design, Design System, Prototyping, Web Accessibility, Graphic/Visual Design, Promotional Materials, Exhibition Graphics, Print Production
- Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro), HTML, CSS, JavaScript, WordPress, Elementor, ACF, Webflow, Tailwind CSS, Bootstrap, React, Next.js, jQuery, Git, Docker

Education

Bachelor of Science in Creative Media | City University of Hong Kong | 2021

- Completed combined courses of computer science and creative media design.
- Obtained A+ (GPA 4.3/4.3) for the final year project; Recipient of the Louis Koo Creative Media Awards.

Higher Diploma in Multimedia Design and Technology | The Hong Kong Polytechnic University | 2018

- Completed courses of graphic design and interactive media design.