


Jason Che


SENIOR GRAPHIC DESIGNER

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 Auckland, New Zealand

QUALIFICATIONS

University of Waikato | 2014
Graduate Diploma
in Computer Graphic Design

Dalian University of Technology, China | 2011
Bachelor of Arts
in Media Studies, majoring in Advertising

CAREER SNAPSHOT

Senior Multimedia Designer
WSP, Auckland | 2022 - Present

Graphic Designer (Freelance)
Molemap, Auckland | 2021 - Present

Graphic Design Team Leader &
Senior Graphic Designer
PB Tech, Auckland | 2014 - 2021

CREATIVE PROFESSIONAL SPECIALIZING IN BRAND, MULTIMEDIA, AND WEBSITE DESIGN, WITH EXPERTISE IN MARKETING AND PROJECT MANAGEMENT.

A dynamic Senior Graphic Designer with extensive commercial experience across various industries. Expert in current design trends and tools, with a proven track record in freelance roles. Experienced in leading design teams to create clear, compelling materials. Leverages multiple channels to elevate brands and products. Contributes throughout the entire creative process, turning ideas into impactful designs.

Collaborates closely with clients to enhance visual identities, develop brand concepts, and strengthen brand presence. Skilled in engaging target audiences through innovative visual communications and interactive design, with a comprehensive skillset in digital design.

CAPABILITIES & EXPERTISE

Print & Digital Media Content Creation
Social Media Advertising
Campaign Collateral Designing
Packaging Design & Typography
Hand Drawing, Sketching & Layout

Photography & Image Editing
Videography & video editing

Website UI/UX Design
Client Management & Leadership

Bilingual: English & Mandarin

TECHNICAL SKILLS

Adobe Creative Cloud (Acrobat,
Illustrator, Photoshop & InDesign)

Premiere Pro, CapCut, Canva
Figma, Google Web Designer

PowerPoint, Word, SharePoint

CMS Platform (MailChimp, Wix, Keap)

CAREER MILESTONES

- / Designed WSP's Graduate Campaigns for 2023/2024, achieving a 20%+ increase in response rates.
- / Ran a RedNote social media account, gained over 6,000 followers in 12 months.
- / As MoleMap's sole designer, managed daily marketing materials, ensuring its leadership in the AU & NZ skin mapping industry.
- / Maintained and updated PB Tech's website (2014 - 2021), which ranked #21 among NZ's top sites in 2021 and remains the #1 online IT retailer, outperforming Noel Leeming, JB Hi-Fi and Mighty Ape.
- / Designed New Zealand's largest tech event, TechXpo NZ (2017 & 2019), generating over \$2M in sales within 4 days.
- / Led PB Tech's Design Team (2014-2021) through rapid expansion, growing from a regional retailer to 14 branches in 7 cities.
- / As a Freelance Designer, led the rebranding of FMCG brands like Healthyard (transformed into a top-selling product) and Shirley Price (a renowned English aromatherapy brand).
- / Experienced freelance designer for 20+ global SaaS companies, driving campaign success and boosting brand visibility.

PERSONAL DETAILS

Work Eligibility

NZ Permanent Resident Visa

Licences

Full NZ Driver’s Licence

Volunteer

Designed a photobook for the SPCA as a fundraising initiative

Interests

Top Influencer (7600+ followers) on RedNote, a Chinese social media platform.

PROFESSIONAL AREAS OF INTEREST

FMCG and e-Commerce markets.
Committed to ongoing professional development and upskilling in UI/UX Design, C4D modelling, digital design, coding and programming skills.

REFEREES

Professional and character referees available on request

CAREER EXPERIENCE & ACHIEVEMENTS

WSP | www.wsp.com

Senior Multimedia Designer
2022 – Present

A provider of strategic advice and design solutions in transportation, infrastructure, environment, energy and water. They have 35 offices across New Zealand and 2,500 experts in different disciplines.

- / Led creative concepting and production, successfully delivering high-impact visual solutions that enhanced brand presence and market engagement.
- / Managed stakeholder and relationship communications, collaborating with the One Brand Client and Market Team to ensure seamless alignment with business objectives.
- / Designed and refined brand collateral, implementing strategic improvements that increased engagement in online campaigns and in-store promotions.
- / Developed and optimized EDMs across multiple CMS platforms (Mailchimp, SharePoint), improving email campaign effectiveness and audience reach.
- / Produced video content for promotional and educational purposes, contributing to increased customer engagement and knowledge retention.
- / Spearheaded daily social media content creation, including animations and videos, resulting in higher audience interaction and follower growth.
- / Provided senior-level design solutions and art direction, enhancing the creative execution of WSP’s communications initiatives and strengthening brand consistency.

MoleMap | www.molemap.co.nz

Graphic Designer
2021 – 2022

MoleMap uses advanced skin mapping to track changes and detect early signs of skin cancer.

- / Revamped and refined design materials, including video ads, flyers, brochures, posters, signage, and badges, ensuring brand consistency and enhancing audience engagement.
- / Designed high-impact digital assets for articles, promotions, and daily social media posts, integrating animations and videos that boosted visibility and interaction.
- / Optimized eDM campaigns using CMS such as Mailchimp, and Keap, improving open rates and user engagement through strategic design and content.
- / Collaborated with external agencies, to drive seamless and effective campaign execution, strengthening overall brand positioning.

PB Tech | www.pbtech.co.nz

Senior Graphic Designer &
Graphic Design Team Leader
2014 – 2021

New Zealand’s top computing and IT retailer, operating nationwide and the only e-commerce site in the top 50 most visited websites.

- / Led and mentored a team of three designers, driving the creation of customized visual solutions that adhered to brand standards while enhancing creative impact.
- / Coordinated cross-functional collaborations with vendors and internal teams (online, in-store, and marketing departments) to execute successful campaigns, events, and promotions that boosted engagement and sales.
- / Developed innovative visual concepts and maintained an up-to-date artwork database, ensuring brand consistency while attracting new clients and staying ahead of market trends.
- / Spearheaded marketing projects and promotional campaigns, overseeing planning, logistics, and execution—including PB Tech merchandise sourcing and distribution—resulting in streamlined operations and timely delivery.