

GRAPHIC DESIGN

Portfolio



Contact:
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2025
**SELECTED
WORK**

Hi there! I'm Orange Li, a proud dad to two energetic kids and four adorable cats, living life with passion and creativity. With 120% effort, I craft unique designs and empower SMEs, turning challenges into growth opportunities. Whether you need fresh ideas, branding solutions, or a stunning website, I'm dedicated to bringing your vision to life. Let's collaborate to create something truly special — together, we can make it happen!

About Me



EXPERTISE

Graphic Design
Illustration
Desktop Publishing
Motion Graphic
Photo Retouch
Video Editing
UX/UI Design
Website Developing (Wordpress)
Digital Marketing
SEO

GRAPHIC·DESIGN

I am a graphic designer with 22 years of industry experience, currently working as a UI/UX Designer at an IT Solutions company. I possess extensive knowledge in WordPress website development and search engine optimization. My professional background spans diverse industries including character design, food and beverage, retail, printing and publishing, packaging, and beauty sectors. While I have significant experience with Japanese-influenced design, my versatile skill set extends well beyond this particular aesthetic.

Experience

2022 – Now
Wealthwise Innovation and Technology Limited
UX/UI Designer / Graphic Designer
(Website Developing)

2021 – 2022
SEMK Holdings International Limited
Senior Graphic Designer / Illustrator
(Character Licensing)

2018 – 2019
Lohas Pro Hong Kong Limited
Marketing Manager / Graphic Designer
(Retail and Catering)

2017 – 2018
Art 3 Design & Production Limited
Graphic Designer
(Exhibition Design)

2011 – 2017
Morihaichi Management Ltd.
Graphic Designer
(Food & Beverage)

Education

2025
PolyU SPEED
Professional Certificate in AI-Driven in Digital and Social Media Marketing

2024
MAYA Education
UI / UX Web Design Professional

2022
Hong Kong Interior Design & Architecture Institute
AutoCAD for Interior Design and Architecture Professional Certificate

2007
Hong Kong Productivity Council (HKPC)
Diploma in Global Product Design

2004
Hong Kong Institute of Vocational Education (IVE)
Higher Diploma in Graphics and Media Design

2003
Hong Kong Institute of Vocational Education (IVE)
Diploma in Graphics and Media Design

GRAPHIC·DESIGN

LOGO Design

Sheng Ba Tamago Kitchen

Morihachi Management Limited

Yoshoku Restaurant in Shanghai. Mainly provide omurice and Western-influenced food, such as Spaghetti, Curry, Cutlet, Steak, etc...

Skills Used: Illustrator



Logo Development



Morihachi Shabu Shabu

Morihachi Management Limited

Japanese Hotpot Restaurant in Mongkok. Provide Japanese style hotpot buffet.

Skills Used: Illustrator



Logo Development



Morihachi Kitchen Tamago

Morihachi Management Limited

Yoshoku Restaurant in Causeway Bay. Mainly provide omurice and Western-influenced food, such as Spaghetti, Curry, Cutlet, Steak, etc...

Skills Used: Illustrator



Logo Development



LOGO Design

The Compact King

Japan Compact Car Specialty Store

Hong Kong car importer, authorized Japanese car auction dealer, PET color wraps, vehicle inspections, license services, and cross-border license trading.

Skills Used: Illustrator



Logo Development



Fit Yours

Up Stairs Clothing Store

Upper Stair Shop, Retailer of Girly Clothing, Accessories.

Skills Used: Illustrator



Logo Development



Tai Mo Shan Craft Beer

Tai Mo Shan Beer Company

Hong Kong Local Craft Beer Producer

Skills Used: Illustrator



Logo Development



LOGO Design

Yakiniku Masanichi

Yakiniku Masanichi Limited

Japanese BBQ Restaurant in Causeway Bay. Mainly provide Japanese yakiniku & cuisine.

Skills Used: Illustrator



Logo Development



La Cobi

La Cobi Restaurante & Tapas

Spanish Restaurant in Wan Chai. Mainly provide House Wine, Spanish Cuisine, Appetizer and Snack.

Skills Used: Illustrator



Logo Development



Mr. Showoff Production

Mr. Showoff Production Company

A Production Company in Hong Kong

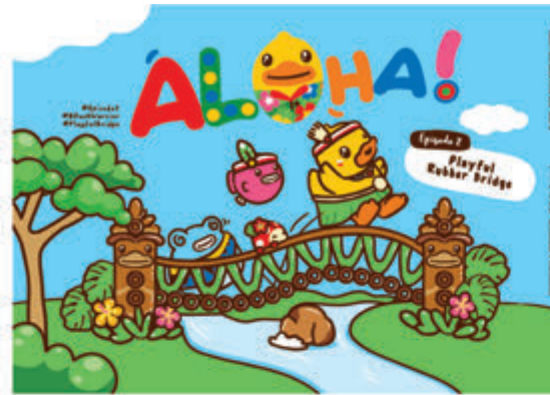
Skills Used: Illustrator



Logo Development



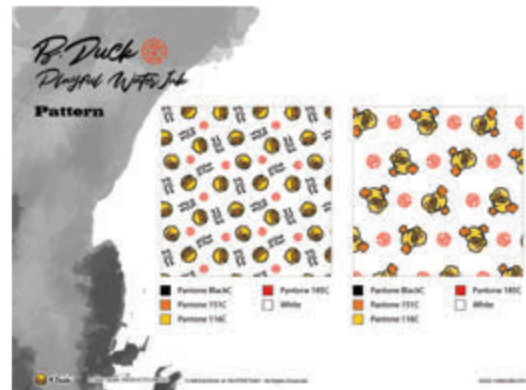
Illustration



Illustration

B.DUCK Style Guide
SEMK Products Limited

Skills Used: Illustrator



Illustration



- Tamago Shop Deco
Morihaichi Management Limited
- Skills Used: Illustrator, Photoshop



Illustration



- Tamago Shop (Shanghai) Deco
Morihaichi Management Limited
- Skills Used: Illustrator, Photoshop

Printed Materials



Wine Tasting Flyers Hong Kong Fine Wine Exchange Limited

WINE-EX is the first online wine trading platform in Hong Kong, providing a direct link to London's prestigious Liv-ex wine exchange, offering more than 6,000 trade options every day for members to choose from.

Skills Used: Illustrator, Photoshop

Printed Materials



Posters
OASIS HK

Skills Used: Illustrator, Photoshop



Posters
OASIS HK

Skills Used: Illustrator, Photoshop



Posters
OASIS HK

Skills Used: Illustrator, Photoshop

Printed Materials



Posters
TSUKIJI (Central)

Skills Used: Illustrator, Photoshop



Posters
Morihachi Yakiniku

Skills Used: Illustrator, Photoshop



Posters
Kin Kin Yakiniku

Skills Used: Illustrator, Photoshop

Editorial

SEMK Products Limited
Brand Magazine

Skills Used: Illustrator, Photoshop



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Editorial



Editorial



La Cobi Grand Menu

La Cobi Restaurante & Tapas

Skills Used: Illustrator, Photoshop



Editorial

Powering the Society - Balu Chaung 3

Shwe Taung Group of Companies - Myanmar

Skills Used: Illustrator, Photoshop



Social Media Post

■ 洗水管?會唔會洗爆水管㗎?
洗淨管鯉



■ 【B.Duck #星座•天蠍座♏️】
B.Duck Fans Page



■ 職場上有種幸福♥️
B.Duck Fan Page



■ 愛貓之
OASIS HK

GRAPHIC·DESIGN

 Hello Kitty 生日喇
 OASIS HK



Website Developing



Dream Beauty Centre

<https://www.dreambeauty.center/>

Skills Used: Wordpress, Divi, Yaost SEO, WPTravel, CSS, Photoshop

LI KA SHING Orange
SENIOR GRAPHIC DESIGNER

Website Developing



GRAPHIC·DESIGN

GRAPHIC·DESIGN

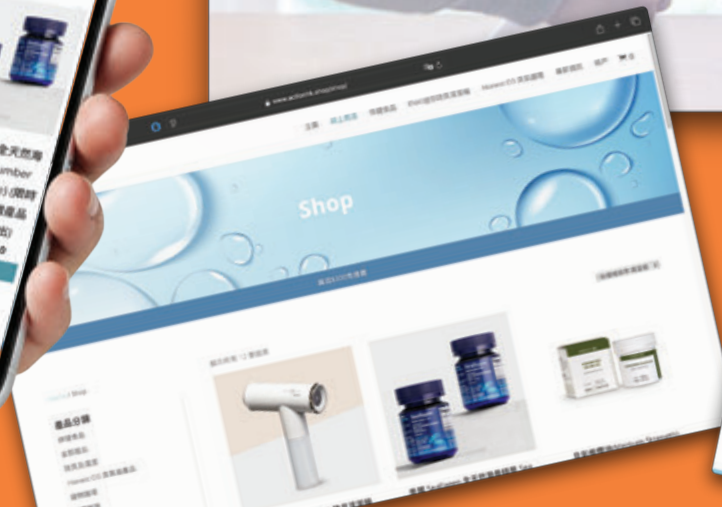
SUC MEGA

<https://www.suc-mega.com/>

Skills Used: Wordpress, Divi, Ultimate Member, Yaost SEO, CSS, Photoshop

LI KA SHING Orange
SENIOR GRAPHIC DESIGNER

Website Developing



Action (HK) Technology Ltd
<https://www.actionhk.shop/>

Skills Used: Wordpress, Divi, WooCommerce, Yaost SEO, CSS, Photoshop

LI KA SHING Orange
SENIOR GRAPHIC DESIGNER

Website Developing



Rise Smart Industrial Limited
<https://www.risesmarthk.com/>

Skills Used: Wordpress, Divi, Ultimate Member, Yaost SEO, CSS, Photoshop

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SENIOR GRAPHIC DESIGNER



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THANKS

Contact



likashing0728@gmail.com

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Whether you're looking for fresh creative ideas, digital branding solutions, or need help building an amazing website, I'd be very happy to hear from you. With my experience and dedication, I'm here to wholeheartedly help bring your unique vision to life. Feel free to reach out—I'm excited to collaborate and create something truly special together! Let's make it happen!