

# SAMUEL MOK

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## EXECUTIVE SUMMARY

- Multidisciplinary professional with a strong background in graphic design, event coordination, and stakeholder communication. Experienced in managing complex projects across Canada and Hong Kong, showcasing adaptability and cultural sensitivity.
- Expertise in content creation, digital marketing, and multilingual communication (English, Cantonese, Mandarin). Recognized for attention to detail, quick learning, and ability to deliver under tight deadlines.

### Achievements include:

- Designed an award-winning trophy still in use for Newfoundland's annual provincial music ceremony.
- Coordinated schedules for 20+ performers during multicultural festivals, ensuring seamless execution.
- Created a complete promotional package for a food festival in just two days, praised for quality and timeliness.

## KEY SKILLS

Event Coordination • Graphic Design • Digital Marketing • Project Management • Stakeholder Communication  
Multilingual Communication (English, Cantonese, Mandarin) • Time Management • Content Development

### Technical Skills:

- Microsoft Office Suite • Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)
- SCORM Compliance Tools • SEO & Social Media Management • Animation & Video Editing

## PROFESSIONAL EXPERIENCE

### Learning Experience Design Consultant, Mindfield Consulting Corp, Vancouver, BC

Nov 2024 – Present

- Coordinated compliance testing processes for **AODA (Accessibility for Ontarians with Disabilities Act)/SCORM standards**, ensuring quality and alignment with regulatory requirements.
- Documented testing outcomes and provided detailed reports to senior management, streamlining decision-making processes.
- Organized workflows for **blog content creation**, combining research with visual design to meet publication deadlines.
- Reviewed and tested financial system fixes, identifying issues and improving ticket resolution efficiency.

### Event Coordinator (Contract Part-time), Tombolo Multicultural Festival NL, St. John's, NL

Aug 2022 – Nov 2022

- Oversaw scheduling and logistics for **20+ performers across multiple events**, ensuring smooth coordination and clear communication.
- Acted as the primary point of contact for performers, addressing concerns and resolving issues in real time.
- Developed promotional strategies, including **in-person presentations and bilingual translations**, to expand audience reach.
- Produced **post-event reports and photo documentation** for stakeholders, enhancing planning for future events.

### Graphic Design Lead (Internship), MusicNL, St. John's, NL

Aug 2021 – Nov 2021

- Designed the annual trophy for the provincial music ceremony, symbolizing unity between Newfoundland and Labrador, which **continues to be used today**.
- Oversaw **10+ simultaneous projects**, developing an organized workflow to track tasks, prioritize deadlines, and increase delivery efficiency by 30%.
- Managed design projects, including animations and **marketing materials**, for press conferences and public events.
- Collaborated with vendors and stakeholders to finalize designs, ensuring timely delivery and alignment with organizational goals.

### Graphic Designer & Project Manager (Self-employed), MOKSAN Studio, Calgary, AB

Jan 2018 – Present

- Directed client projects across industries, include: **Restaurants in Hong Kong, Canadian NGOs, and municipal governments**, delivering branding, promotional materials, and culturally tailored designs.
- Coordinated project timelines, balancing diverse client needs and ensuring **on-time delivery of high-quality work**.
- Developed multilingual promotional materials for Hong Kong-based clients, adapting designs for **cultural and aesthetic relevance**.
- Documented project milestones and client feedback to refine processes and improve client satisfaction.

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## EDUCATION & QUALIFICATION

**Digital Marketing Professional Certificate**, *The Immigrant Education Society, Calgary, 2024*

**Bachelor of Fine Arts**, *Memorial University of NL, St. John's, NL, 2021*

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## VOLUNTEER EXPERIENCE

**Graphic Designer & Project Coordinator**, *EFCC Yan Fook Church, Hong Kong SAR* Oct 2020 – Present

- Designed yearly theme logos and other promotional materials, utilized in both print and digital formats. See [work sample](#)
- Coordinated design deliverables with church administrators to align with community outreach goals.
- Supported long-term branding efforts, ensuring consistency and alignment with organizational mission.

**Guest Experience Assistant**, *National Music Centre, Calagry, AB* Sep 2024 – Dec 2024

- Provided administrative support for daily visitor operations, including ticketing, seating arrangements, and data entry.
  - Monitored exhibit areas and compiled attendance reports to aid management decision-making.
  - Documented visitor feedback to improve service quality and operational efficiency.
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## MISCELLANEOUS INFO

- Languages: Fluent in English, Mandarin Chinese; Native in Cantonese
  - Availability: ASAP
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