

# CANDY CHAN

## CREATIVE LEAD & STRATEGIST - LONDON, UK

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### SUMMARY

Creative Lead with 16+ years of experience in e-commerce and content for digital and print. Expert at driving creative visions that balance brand storytelling with commercial objectives to deliver record-breaking performance. A proven leader in scaling multidisciplinary teams, evolving brand identities, and leveraging AI-integrated workflows to accelerate revenue growth and reduce costs. A strategic "thinker and doer" with a focus on operational excellence, committed to pushing creative boundaries and mentoring teams to achieve distinction.

### EXPERTISE

- **Leadership & Strategy:** Creative Direction, Brand Architecture, Cross-functional Leadership.
- **Operations & Growth:** Workflow Optimisation, AI Integration, Conversion-led Design.
- **Tools:** Figma, Adobe Creative Cloud, Generative AI Tools, ClickUp, Trello, Jira.

### PROFESSIONAL EXPERIENCE

Sep 2019 - Present

MyOptique Group/  
EssilorLuxottica, London

#### Creative Team Manager (Creative Lead)

Led creative direction for 6 major UK/EU e-commerce brands, overseeing the full lifecycle from strategic brand evolution to multidisciplinary team management and budget.

- **Strategic Leadership & Brand Evolution:** Transformed a reactive design team into a proactive strategic hub. Directed brand creative frameworks, ensuring a balance between storytelling and commercial objectives.
- **Performance & Impact:** Led multi-channel creative strategies that drove record-breaking Cyber Month revenue. Managed the high-volume output of 250+ assets monthly while maintaining high quality standards.
- **Innovation (AI):** Developed AI-integrated workflows and optimised vendor strategies, reducing photography costs by 20% while increasing production speed by 10%.
- **Team & Operational Excellence:** Implemented RACI frameworks to streamline day-to-day workflows. Mentored a team of four, fostering a culture of creative distinction and a growth mindset.
- **Photo & Video Production:** Planned and executed large-scale photo and video shoots. Took full responsibility for the creative budget, ensuring high-quality output with maximum ROI.

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Jun 2017 - Sep 2019  
Yumi International, London

## Senior Digital Designer

Acted as the lead creative, directing content for a multidisciplinary team including copywriting, photography, and CRM to deliver concept-led, omni-channel campaigns. Led the creative lifecycle, from content planning and copy direction to execution and optimisation.

- **Creative & CRM Leadership:** Led the creative strategy for CRM campaigns, managing both the visual design and copy direction. Established new promotional standards that pioneered cross-channel consistency and drove record-breaking sales.
- **Conversion Optimisation:** Planned and executed A/B testing on design and user interface. Improved user engagement and conversion through data-led creative adjustments.
- **Mentoring & Stakeholder Management:** Partnered on UI/UX enhancements and managed relationships with external agencies. Mentored junior creatives, maintaining brand consistency.

Mar 2016 - May 2017  
Grange Hotels, London

## Graphic Designer

Delivered digital and print design for a large hotel group, supporting marketing, sales, and internal communications. Produced visual design for campaigns, presentations, and promotional materials across multiple channels in a fast-turnaround environment.

Jul 2013 - Sep 2015  
6iP Ltd., London

## Design & Marketing Executive

Managed design requirements for various B2C clients in an agency environment. Produced digital and print assets, supported brand development, and collaborated with marketing teams to ensure creative output met specific client objectives.

2007 - 2011  
Hong Kong SAR

## Early Career in Design

Built a foundation in print production and agency operations. Key experience included watch product design and visual merchandising (Topole Time), print artworking (Tai Shing Diary), and print/event collateral design in an agency setting (Greenleaves Advertising).

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## EDUCATION

2023 - 2025  
Discovery ADR, UK

Lv 5 Operations/Departmental Manager Apprenticeship  
Grade: Distinction

2006 - 2008  
The Hong Kong Polytechnic University, Hong Kong SAR

## Bachelor of Arts in Applied & Media Arts

Core subjects: Brand and Identity, Typography, Digital Visuals, Publication, Interactive Installation, Digital Video and Cinema.

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