



Stan Diers

Senior Brand Designer

hello@standiers.com

www.standiers.com

[linkedin.com/in/standiers](https://www.linkedin.com/in/standiers)

(+852) 95077199

22 May 1982

French national

Hong Kong permanent resident

Driving License

LANGUAGES

French: native

English: fluent

EDUCATION

LCC - UAL (London)

2008 - 2010

Degree in design for visual comm.

Vatel Institute (Paris)

2000 - 2003

Bachelor degree in hospitality

SKILLS

Branding, Web Design, UX/UI, SEO, Project Management, Client Relations, AI Integration (ChatGPT, MidJourney AI), Adobe Creative Suite, Microsoft Office, Google Analytics, Mailchimp, WordPress, Trello, Notion, Slack.

Leadership, Reliable, Creative, Attention to details, Adaptable, Quick learner, Approachable,

SPORT & INTERESTS

Muy Thai / Padel / Self development
Travel / Nutrition / Wellness

PROFILE

I am a creative designer with over **10 years of experience in branding, graphic design, and web development**. I'm passionate about crafting strong communication and integrating generative AI tools to enhance creativity and streamline workflows. With an international background, expertise in project management, and client relations, I aim to bring my expertise, strategic thinking, and adaptability to a dynamic marketing team, contributing to innovative campaigns.

KEY COMPETENCIES

Branding and Marketing Expertise

- Developed comprehensive **branding strategies** for diverse clients, resulting in enhanced brand identity and user engagement.
- Executed **cross-platform marketing campaigns**, leveraging tools like Google Analytics to optimize performance and track ROI.

Project Management & Client Relations

- Managed multiple client accounts simultaneously, ensuring timely delivery of materials under time constraint.
- Led cross-functional teams, collaborating with diverse talents to create cohesive communication solutions (web dev, illustration, copywriters...)

Web & Digital Strategy

- Integrated AI generative tools such as **ChatGPT** and **MidJourney** into the creative process, driving innovative and efficient outcomes for campaigns.
- Managed WordPress websites, optimizing **U/X** and **SEO** performance.
- Enhanced marketing campaigns, driving e-mail engagement and conversions.

EXPERIENCES

2014 - Present | Senior Graphic & Web Designer | Self-Employed (HK)

- Conceptualized and led **branding projects** for clients across various industries, ensuring deliverables aligned with business goals and market strategies.
- Manage **WordPress** websites, applying data-driven insights from **Google Analytics** to optimize user experience and drive traffic.
- Developed and executed **Mailchimp campaigns**, resulting in increased customer engagement and brand visibility.

Featured Clients: [Bakia](#) (finance) / [Quantium](#) (fintech) / [Risky Women](#) (community) / [HKBU](#) (education) / [Digital Devotee](#) (design) / [JPG](#) (packaging) / [RLS](#) (non-profit)

2012 - 2013 | Senior Graphic Designer | [Divine Agency](#) (HK)

- Led branding and visual design projects for clients in Hong Kong and Paris, ensuring cohesive and strategic brand identities.

2003 - 2008 | Hospitality | Luxury Hotels UK (Mandarin Oriental / Firmdale)

- Progressed to Reception Supervisor in luxury hotels, where I honed **client relations, leadership**, and problem-solving in **fast-paced environments**.
- Gained a strong understanding of high-level service and customer satisfaction, which was **key to my success in client-facing roles** in design and marketing.