

## **Professional Experience and Curriculum Vitae**

Trained in HK & London with extensive experience in product innovation, brand management & retail marketing. Specialized and have great passion in driving business breakthrough from business strategy to product innovation, holistic brand experience, digital & social media marketing, retail space management.

Justin aspire to be an Innovation Leader & Brand Architect that serve people's life with meaningful & enjoyable product & service, which result in successful business growth and contribute to a better & sustainable world at large.

Specialties: Product Development & Innovation, Brand Building and Integrated Brand Engagement, Disruptive Business Strategy, Design Thinking & Creative Leadership, Organizational Startup, Consumer Behavior & Psychology, Digital and Social Media Marketing, China Social Trends etc

## **Previous Clientele**

P&G, Tide, Ariel, Sanrio, VTech, AT&T, Chicco, 7-Eleven, Virgin MegaStore, London Transportation Museum,

## **Awards and Accolades**

Please kindly get in touch for more information.

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HKDA Gold Award  
Global Challenge Honorable Mention  
BEA Design Award

# Justin Tsui

Design Agency

View the full portfolio at <http://www.thecreativefinder.com/artefactx>

Please kindly get in touch for portfolio works.

