

(Danny) Rui Hua Mo

Designer & Creative

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Portfolio: baohaus.studio

Work Experience

Mid-Weight Designer Creative | LACED.

Nov 2021 - July 2024

Responsibilities:

- Ensure consistent adherence to brand guidelines across various channels, including e-commerce, social media, copywriting, production, and product.
- Experiment with and develop creative to enhance marketing and social engagement.
- Act as the main caretaker of CRM creative, working closely with CRM managers to establish foundational email templates as well as provide art direction for BAU and seasonal campaign content.
- Stay informed about ongoing market, cultural, and social media trends, and develop design solutions.

Key Accomplishments:

- Collaborated on the rebrand initiative as part of Laced's in-house design studio, and translated the new identity across CRM, social media, and e-commerce platforms.
- Delivered art direction and design treatments for major seasonal campaigns, including impactful out-of-home (OOH) usage.
- Designed an initial concept for a hybrid social media and e-commerce app to assess scope and support fundraising efforts.
- Led creative direction and developed the visual identity for the launch of Laced Premium Delivery.

Junior UX & Brand Designer | Holofy

Jan 2021 - Jul 2021

Responsibilities:

- Guardian of brand image. Responsible for all sales and marketing assets and materials for Holofy's sub brands, Holofy Spaces and Holofy Products.

Key Accomplishments:

- Produced creative for sales decks landing notable clients like; Dior, Jaguar Land Rover, Pandora, Jumeirah Zabeel Saray, Ambev, Lickhome.

Education

BA Graphic and Media Design
London College of Communication (LCC).
2016 - 2020

Web/coding Live Brief (Short Course)
LCC
2018

Skills

Visual design
Brand design
Concept design
Motion design
Art direction

User interface design
Editorial & print design
Creative ideation
Video editing
Typography

Tools

Figma
Illustrator
Photoshop

After Effects
Premiere Pro
Indesign

References available upon request