



# Stan Diers

Senior Graphic Designer

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22 May 1982

French national

HK permanent resident

## LANGUAGES

French: native

English: fluent

## EDUCATION

### LCC - UAL (London)

2008 - 2010

Degree visual design

### Vatel Institute (Paris)

2000 - 2003

Bachelor degree in hospitality

## SKILLS

Project management, Client relations, Leadership, Ideation, Problem-solving, Briefs, Client presentation, Communication.

Attention to details, Adaptable, Quick learner, Open to feedbacks, Approachable, Reliable, Creative.

Adobe Illustrator, Photoshop, InDesign, XD, Figma, CSS, WordPress, Elementor Pro, WooCommerce, Microsoft Office, MidJourney AI, Firefly AI, ChatGPT, AI Prompting, Slack, Trello, Notion.

## PROFILE

I am a Graphic and Web Designer with a keen eye for details and a strategic creative vision. I excel at **shaping brands** and crafting **user-centric solutions** that drive engagement and fuel growth. My technical skills, honed in international environments, enable me to deliver tailored solutions and **collaborate with diverse clients and partners**. I am passionate about leveraging technologies like **Generative AI**, to continuously advance my creative process.

Aspiring to transition into an Art Director role, I bring a **strategic vision and leadership** that align creative efforts with organisational objectives.

## EXPERIENCES

### 2014 - 2024 | Senior Graphic & Web Designer | Self-Employed (HK)

As independent designer, I thrive in both leading collaborative teams and managing client relationships to deliver integrated brand solutions across diverse platforms. My work involves uniting talents and guiding projects from concept to completion, ensuring seamless execution and impactful results.

- **Collaborative Leadership:** Led cross-functional teams to create and execute cohesive design strategies from concept to final delivery.
- **Client Management:** Steered clients through the creative process to deliver impactful and visually compelling brand solutions.
- **Design Expertise:** Specialised in minimalist design principles, balancing aesthetics with functionality to craft unified brands across media.
- **Comprehensive Services:** Provided comprehensive design services, including branding, web design and maintenance, and print and packaging, to enhance brand visibility and meet client goals.

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

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

Graphic design & art direction, developing the branding division at Divine's Hong Kong office, with additional support and cross-collaboration with the office in Paris, France. Key expertise includes **branding**, and **web design**.

### 2011 - 2012 | Graphic Designer | [Latitude 22N](#) (HK)

Collaborated directly with studio owners to develop the graphic design division alongside the product design activities. Specialised in **branding**, **visual identity**, and creative **packaging**.

### 2003 - 2008 | Hospitality Industry | Luxury Hotels (UK)

Early career in hospitality up to reception supervisor in luxury hotel brands.

## SPORT & INTERESTS

Fitness / Muay Thai / Tennis / Self development / Nutrition / Music / Travel