

ELVIS CHEUNG

CHEUNG SZE CHAI

Creative Director | AI-Native Brand & Content Systems



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Available for fractional / part-time creative
direction retainers and freelance projects —
Hong Kong & remote.

PROFILE

Creative Director working in advertising, art direction and brand design since 2009 — over 15 years — now operating at the intersection of traditional creative craft and generative AI.

Recent brand work spans **Dyson**, **Harvey Nichols**, **Seiko (Lorus & ALBA)** and **AP** — covering luxury packaging, retail seasonal design, print collateral and always-on social content.

Since 2025 I have integrated generative AI end-to-end across my production workflow — from concept visualisation through to final delivered assets — and independently built two AI-native products: **KLAS**, a subscription AI education platform currently in development, and **Adventure.Mia**, an original AI avatar IP on YouTube whose best-performing film has reached 23,000 views.

I help lean teams access senior creative leadership and practical AI capability without the cost of a full-time hire.

SELECTED BRANDS

Dyson · Harvey Nichols · Seiko (Lorus & ALBA) · AP

Delivered directly and through agency partners

LANGUAGES

English — Full Professional · Cantonese — Native · Mandarin — Native

FEB 2025 —
PRESENT
HONG KONG

Freelance Creative Director / Art Director

INDEPENDENT

Senior creative direction and design execution for premium and luxury brands, engaged through agency partners, with generative AI integrated throughout the production pipeline.

- **AP** — Structural and visual design for a 3D mooncake gift box; premium packaging engineering balanced against strict luxury brand codes (*work not for public display; viewable on request*)
- **Harvey Nichols** — Seasonal red packet () design for the Lunar New Year retail programme
- **Dyson** — Event invitation leaflet design, extending an existing multi-year working relationship with the brand
- **Seiko (Lorus & ALBA)** — Embedded visual content support for the client's in-house marketing team on a recurring monthly basis through Apr 2026, sustaining brand consistency across an always-on social calendar
- Applied generative AI across live commercial projects — concept visualisation, mock-ups and final production assets — compressing concept-to-approval cycles while holding client-grade quality standards

MAY 2026 —
PRESENT
HONG KONG

Founder & Creative Director

KLAS · AIKLAS.COM

Founded and independently built a subscription-based AI education platform teaching non-technical learners to produce real output with generative AI. Currently in development.

- Built and deployed the full platform solo — brand identity, content architecture, front-end build and subscription/pricing system — using Claude Code (vibe coding), WordPress and Hostinger
- Designed a three-tier curriculum architecture progressing from foundational tooling to technical production (AI video, digital assets) to business application (positioning, workflow automation, monetisation)
- Evaluated and stress-tested 20+ generative AI tools; built repeatable creative workflows on Claude, Gemini, ChatGPT and Higgsfield

MAR 2026 —
PRESENT

Adventure.Mia — Original AI Avatar IP

SELF-INITIATED YOUTUBE @ADVENTUREMIA

Created, produced and run an original AI-generated character IP built around a time-travel narrative format.

- Developed **23 original short-form films** carrying a consistent AI avatar character across varied historical settings — a practical demonstration of character consistency control, one of the core technical challenges in AI video production
- Best-performing film reached **23,000 views**
- Owns the full pipeline end to end: concept, character design, prompt engineering, generation, edit and channel operation
- Serves as an ongoing R&D testbed for AI video generation, character continuity and narrative short-form production

MAY 2023 —
JAN 2025
ADVISORY ONGOING

Creative Lead

THOUSAND & ONE (1001)

Digital-first creative agency serving startups and enterprise clients

Embedded on-site at Dyson head office as contracted Senior Designer for the duration of this role, under 1001's outsourced creative partnership with the brand.

- Developed and implemented creative strategy across client projects
- Managed and mentored a team of designers
- Oversaw production of creative output from concept to delivery
- Partnered directly with clients to align vision, objectives and commercial outcomes

JAN 2023 —
DEC 2024
HONG KONG

Senior Designer

DYSON

Global leader in design-led household technology

Engaged directly Jan–Apr 2023; continued on-site via Thousand & One May 2023 – Dec 2024

- Partnered with video editors, creative leads and project managers to evolve visual solutions
- Crafted cross-platform customer journey experiences across cohesive communication touchpoints
- Applied Dyson Design System principles consistently within a multi-disciplinary agile team
- Presented creative concepts to stakeholders, delivering uniform experiences across multiple touchpoints

FEB 2022 —
DEC 2022
HONG KONG

Freelance Art Director

MARKET CENTRIC LTD.

Continuing the agency relationship on a freelance basis after ten years in-house, alongside concurrent professional study

- Delivered ongoing campaign, brand and content design work for the agency throughout the year, maintaining uninterrupted client-facing practice
- Concurrently completed the **Google UX Design Professional Certificate** (Coursera, graduated 100%) — user research, information architecture, wireframing, prototyping and usability testing — adding formal digital-product training to a print- and campaign-led background
- Applied that grounding directly on returning in-house with Dyson in Jan 2023, working inside an established design system across cross-platform customer journeys

DEC 2012 —
JAN 2022

Art Director

MARKET CENTRIC LTD.

Marketing, visual advertising and brand consultancy. A twelve-year relationship with the agency, beginning as a freelance designer in 2010 while completing my degree

- Directed cross-functional teams across integrated advertising campaigns
- Executed creative strategy for digital, social and OOH channels
- Managed third-party creative suppliers, ensuring quality of campaign deliverables

2009 —
2012

Freelance Designer

MARKET CENTRIC LTD. · 2010 – 2012

Delivered design work for live client campaigns throughout my degree, maintaining continuous industry practice. *Concurrent with full-time degree studies at Griffith University.*

Graphic Designer

PET PET GROUP LTD. · MAR 2009 – MAR 2010

AI CAPABILITY

Core toolchain — Claude (incl. Claude Code), ChatGPT, Google Gemini, Higgsfield, Recraft

Breadth — 20+ generative AI tools evaluated and stress-tested across image, video, copy, code and workflow automation

Applied — AI-assisted concept visualisation and asset production on live commercial projects; AI video generation with character consistency control (23 films, top film 23,000 views); AI-assisted web development and deployment

Taught — Designed a full three-tier AI curriculum for non-technical learners

SKILLS

Creative Leadership — Creative Direction · Brand Strategy · Art Direction · Team Management · Client Partnership

Design & Production — Print (OOH, packaging, collateral) · Digital (social, display, web content) · Post-production (video editing, motion graphics, retouching)

Software — Photoshop · Illustrator · After Effects · Figma · PowerPoint

Emerging — Generative AI production workflows · Vibe coding (Claude Code) · WordPress

EDUCATION

2021 – 2022

Google UX Design Professional Certificate

Coursera · Graduated 100%

2010 – 2012

Bachelor of Visual Communication Design

Griffith University, Queensland College of Art

GPA 6.125 · Best Overall Portfolio Award · Highest Academic Achievement Award · Chairman, Graduation Exhibition Committee

Completed while working concurrently as a freelance designer

2005 – 2008

Higher Diploma of Commercial Design

The Chinese University of Hong Kong, SCPS

GPA 3.50 · Integrated Portfolio Best Performance Award (1st Runner-up) · Best Design Award (Merit) · Best Display Award (2nd Runner-up)