

MA HUANYU NOEL

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ABOUT ME

Designer trained across interior, multimedia and interaction design , with hands-on entrepreneurial experience. I combine strong visual sensibility with an analytical, detail-oriented mindset, and use AI tools daily as a natural part of how I work. Trilingual (Italian, Chinese, English) and I adapt quickly to new environments and am at my best in fast-paced, international teams where initiative and ownership are expected

WORK EXPERIENCE

Retail Consultant & Visual Merchandiser — AESOP

March 2025 - August 2025

- Delivered personalized customer experiences through consultation and storytelling
- Applied visual merchandising principles to enhance in-store user journey
- Collaborated with team to improve customer engagement and conversion

Administrative Assistant — Textile company

Jan 2022–Aug 2024

- Managed administrative and accounting processes, ensuring accuracy in financial records
- Organized workflows and documentation systems to improve operational efficiency
- Supported daily business operations through data handling and reporting activities

Internship — INPS

July 2019 – August 2019

- Assisted in managing financial records and processing administrative documentation
- Organized and maintained structured data archives for efficient retrieval
- Gained experience in handling large-scale information systems and workflows .

EDUCATION

MSc Innovative Multimedia Entertainment - The Hong Kong Polytechnic University

September 2025 – Ongoing

- Focus on multimedia interaction design, covering product design, UX, marketing and concept development, with extensive use of AI tools throughout

Bachelor's Degree, Interior Design - Politecnico di Milano

September 2021 – September 2024

- Built strong foundations in service design, problem framing and cross-platform experience design

ADDITIONAL INFORMATION

- Design tools: regular use of generative AI for design, Adobe Creative Suite: full package (Photoshop, Illustrator, InDesign, Premiere Pro, etc.), Canva, Figma
- Other: Microsoft Package (Excel, Word, PowerPoint) , AutoCAD, Revit, V-Ray, HTML
- Actively interested in design systems and the challenge of maintaining visual consistency across complex, multi-platform products
- Actively stay ahead of emerging AI creative tools and apply new techniques as they become available
- Soft skills: driven, highly self-motivated, team-oriented, proactive in spotting and acting on creative opportunities
- Languages: Italian, English, Chinese