

RIVER KAO

GRAPHIC DESIGNER & VISUAL COMMUNICATIONS SPECIALIST

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PROFESSIONAL SUMMARY

Multidisciplinary Graphic Designer and Project Manager with over 5 years of experience delivering end-to-end visual identity systems, brand collateral, exhibition key visuals, and visual merchandising across the UK and Taiwan. Holds an MSc in Project Management for Creative Practitioners from Kingston University and a Bachelor's in Visual Communication Design. Highly proficient in Adobe Creative Cloud and digital publication layout, combining refined aesthetic sensibility with cross-functional project leadership and seamless event logistics execution.

Visual Design & Branding | Spatial & Merchandising | Software & Tools | Project Management | On-Site Execution

PROFESSIONAL WORK EXPERIENCE

Freelance Graphic Designer & Sole Trader Aug 2026 – Present

River Kao Design Studio | Margate, UK

- Provide visual identity systems, promotional collateral, and editorial layouts for commercial and cultural clients.
- Manage end-to-end client workflows, from initial creative briefing and concept development to artwork preparation and print production.

Senior Graphic Designer Nov 2023 – May 2024

Think All Brand Marketing | Taiwan

- Designed brand marketing, key visuals, and spatial graphics for diverse client campaigns and outdoor markets.
- Led concept design, layout execution, and material sourcing for a 12-character illustration exhibition.
- Coordinated on-site graphic installation and spatial layout to align across physical touchpoints.

Product Planner & Visual Merchandiser Aug 2023 – Nov 2023

Hei Bonn Gōrudohausu | Taiwan

- Designed visual merchandising layouts and in-store product display signage to enhance brand aesthetic and customer engagement.
- Supported promotional marketing material creation and retail display execution.

Project Manager & Creative Lead Jul 2022 – Oct 2022

W.can Design and Production | Taiwan

- Directed a government-funded exhibition with a £10,000 budget, delivering all key visuals and graphics.
- Managed spatial setup and graphic integration across a 2,067 sq ft exhibition space, overseeing contractors and printing vendors.
- Streamlined graphic material production workflows, reducing potential delays during final on-site installation.

Visual Designer & Event Support Sep 2020 – Apr 2022

Sun Of The Creative Arts | Taiwan

- Produced visual marketing assets, campaign key visuals, and print collateral for over 30 public events.
- Supported spatial graphic execution, signage installation, and visual setup for government initiatives.

Event Curator & Visual Exhibition Lead (Independent Project) May 2025 – Sep 2025

Independent Exhibition Project | London, UK

- Curated and visual layouts for a 340 sq ft exhibition in London, securing a £1,400 crowdfunding budget.
- Collaborated with featured designers to present artwork in a cohesive visual and spatial structure.

EDUCATION

MSc Project Management for Creative Practitioners
Kingston University London, UK
Sep 2024 – Jan 2026

Bachelor of Visual Communication Design
Asia University, Taiwan
Sep 2015 – Jun 2019

LANGUAGES

Mandarin: Native
English: Fluent

