

## Businesswoman by Looks, Designer at Heart

### Lily Ho — Graduate of Associate in Design of HKCC

Graduated from HKCC's Associate in Design programme in 2005, Ms Lily Ho went on to study a top-up Bachelor's degree programme in a different discipline – design management. Her efforts paid off a few years later when she got to the position of general manager in an artistes management agency. Sitting behind a big table, with documents and draft design layouts piled on top, Lily told how she followed her heart to pave the way to a prospering career.

"It was the reddish bricks all over the campus of PolyU that initiated my knowledge pursuit in the field of artistic design," Lily recalled. "I was visiting the campus, trying to draw sketches for my secondary school classwork. Red was always my favourite colour, and thus I was deeply impressed with the stylish architecture. I pictured myself a design student exploring the world of art since then." Enrolling herself in the first intake of HKCC's Associate in Design programme

the picture in her mind soon became reality. During the two years of study, Lily learned the necessary skills and techniques for "opening the door to a creative world" – quoting the words of Lily.

However, when Lily was about to graduate as a junior designer, she found another door leading to a domain quite different in nature. She realised that her abilities could be better developed in managing commercial projects and her artistic ideas better expressed through business proposals and presentations. That was why she chose to complete a top-up Bachelor's degree programme in the discipline of design management.

Leading a professional team, Lily is now in charge of the overall operations of a modelling and entertainment agency with business covering promotional campaigns and concerts. A well-groomed businesswoman, Lily revealed that she was in fact still a designer at heart. She

explained, "Even though I may not be the one to work on the designs, the knowledge gained in the design courses ensures that I can understand and communicate effectively with designers. As a matter of fact, my work involves image enhancement and promotion for artistes – tasks where creativity plays an important role. In that sense, what I am doing is exactly the task of a designer."

Speaking to current students, she gave them a piece of insightful advice, "Never see any academic achievement as a destination. Find the keys to open new doors in each and every course of study instead. Above all, keep your eyes and minds open, maybe you will find the door leading to the place you want to head for."

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## 靈活商業腦筋 兼備藝術的心

### 何莉莉—HKCC設計副學士畢業生

在2005年於HKCC修畢設計學副學士後，何莉莉修讀了另一門學科的學士學位銜接課程——設計管理。幾年後，她的努力耕耘終於得到豐碩的成果。Lily現任一家國際藝人管理公司的總經理，工作忙碌，辦公室空間被大批合約文件及宣傳設計所圍繞，但她仍樂意與我們分享事業發展的心路歷程。

Lily說：「是理大校園的紅磚牆啟發我對設計學的興趣。」她回憶道：「我自幼喜愛紅色，所以在中學期間偶爾到理大校園寫生時，總會被美輪美奐的紅磚牆深深地吸引，幻想有一天能成為設計學的學生。」入讀

HKCC首屆設計學副學士課程，Lily終於實現了夢想。在兩年的修讀期間，她掌握了必須的設計技巧，「打開創意世界的大門。」

當Lily準備畢業後成為初級設計師之際，卻猛然發現通往另一天地的大門。她發覺自己的才能更適合用於管理商業項目，自己的藝術才華更可發揮在商業建議和演示中，因此她毅然決定修讀一項與設計管理相關的學士學位銜接課程。

Lily現時領導一個專業團隊，負責公司旗下模特兒或藝人的演唱會及宣傳推廣活動。雖然身為企業管理層，Lily坦言仍有一顆藝術

的心。她解釋道：「即使我不需擔任設計工作，但念書時獲得的設計知識，卻有助我和設計師有效地溝通。事實上，我的工作範疇包括藝人的形象管理及宣傳，需要極多創意；因此，我可說是一個另類設計師。」

Lily更有一番體會與HKCC的學弟妹分享：「不要將現時修讀的學銜視作未來的終點，要把握讀書期間每個機會，打開不同天地的大門。只要放開眼界，你或會找到通往自己理想的大道。」

