

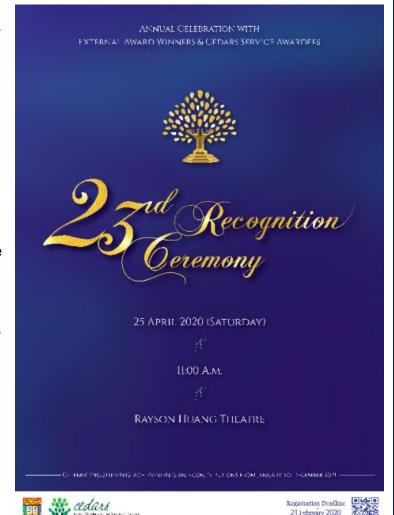
Applying Design Thinking

Sit Ka Man's Story Faculty of Business and Economics BEcon&Fin

Sit Ka Man (Karen) is a graduating senior of the class of 2020. In addition to completing her Bachelor's degree in Economics and Finance, Karen has recently been recognised for her service as a Student Designer, receiving the CEDARS Service Award - Silver Award at the 23rd Recognition Ceremony.

Karen's interest in design dates back to her high school years, creating designs for drama productions. She continued to develop her interest during her freshman year, designing posters for a student organisation. Karen came across the job opening of <u>CEDARS Student Host Programme</u> and decided to submit her design portfolio. Since then, Karen has contributed her designs for numerous CEDARS programmes and activities.

Karen particularly enjoyed designing publicity materials for CEDARS. "Being an HKU student, I am able to apply design thinking as I am the target audience of my own work." Unlike outside organisations which lay down rigid specifications, CEDARS gave Karen much flexibility to experiment with various styles in her work. In fact, one of Karen's most



recent works was designing for the <u>23rd Recognition Ceremony</u> where she herself was one of the awardees.

"I am grateful that a friend of mine recommended me to apply in the first place, and now I strongly recommend you to do the same."

Now, Karen's university life is coming to an end. She encourages all interested students to become her successor. "I am grateful that a friend of mine recommended me to apply in the first place, and now I strongly recommend you to do the same - CEDARS colleagues are really nice and I thoroughly enjoyed my time working with them."



Written by: Truston Yu Year 3, Faculty of Social Sciences April 2020

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