



ZERO'S DESIGN COMMUNICATIONS LTD.

Design to Amaze

Creativity, passion and drive have impressed discerning clients looking for design solutions that 'wow' their customers. LEUNG KING TING, DAVID, Executive Director of ZERO'S DESIGN COMMUNICATIONS LTD shares his success secrets.

Zero's Design was initially found in Hong Kong in the early 2000s. "The startup team comprised of mostly ex-colleagues. As good web-design was greatly sought after in the late 1990s and early 2000s, our designer team has been working together on a few web design projects of which some were award-winning prior to our startup. Since then, we have developed more facets of our design capabilities. That's how we set up our design company called Zero's Design Workshop Ltd.

One thing lead to another and our team took off by being retained to work on projects on a consultancy basis. New businesses grew."

"A few years later with Macau's economy looking up, we moved our head office to Macau and named our company Zero's Design Communications Ltd. Since then, our services have diversified into Corporate image, Branding, Marketing Communications Design, Multi-media, Packaging and Events Management," explains Leung King Ting, David, the firm's Executive Creative Director.

China Growth

"Our industry has also grown explosively in the greater China market especially since China's market experienced



Leung King Ting, David: "We have to differentiate and specialize in order to stay in the lead."

high growth rates since the mid 2000s. China's enterprises and brands also tend to globalize, which works well for our business. I believe China's demand for design will continue to increase."

"We are fortunate to have the opportunity to work with mainland clients as well as local clients with mainland exposure. We are already setting up a design facility in Zhuhai Hengqin. Our company differentiates itself by offering a pool of talent with local, China and global experience. We try to keep a good balance of our human resources. To our local customers, we're definitely one of the oldest Hong Kong-based design house to set foot on the Macau design scene. To our expanding China customer base, we strive to provide a more global-oriented, integrated service."

Dedicated to Design

"As a leader, I focus to build a good

platform for everyone to enjoy the show. I try my best to understand what our staff needs, so they can enjoy living and working in this design atmosphere. We focus on team spirit. I think that good design always depends on different experiences or life point of view, starting from the integration of innovative ideas. We are determined to stay focused and dedicated to working on design. We have carefully studied every detail and analysis on every single project, as we treasure the opportunity to display our creativity design. Our sincerity impresses every customer to whom we provide accurate and rich designs. We believe that, with our design and planning for our customers to bring satisfactory results is our greatest success and reward." ■

For additional information, please visit www.zerosdesign.com