

# FELICIA LIEW HUI LIN

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A UI designer efficient in designs that connect with users. Skilled in creating visually compelling designs that are both appealing and engaging. Experience working with diverse team cultures and various work processes which make collaborations easy.

## SKILLS Technical

After Effects, Premiere Pro,  
Photoshop, Illustrator,  
Adobe XD, Sketch, Invision,  
Flinto, HTML/CSS

## Design

Art Direction, Style Guides,  
Motion Graphics, Editorial,  
Animation, Illustration,  
Web Design, Wireframing,  
Prototyping, User Research  
A/B Testing, User Flows,  
Persona

## Languages

English  
Mandarin  
Japanese (Conversational)

## WORK EXPERIENCE

### Freelance Designer

July 2020 - Present

- Worked with various client brands and schools on animations and infographic-related projects.

### Regional Creative Designer

glitsy™, Divtone Entertainment

June 2019 - June 2020

glitsy™ is a start-up entertainment app to discover the new generation of pop stars across Asia.

- Design banners, ads, animation and sticker designs for in-app events.
- Work closely with content, marketing, product teams to reach user engagement.

### Lead Graphic Designer

Video Lab, SPH Magazines

August 2018 - June 2019

- Assist Group Editor to set up a new department
- Lead the team to create production works across over 10 magazine titles (beauty, fashion, lifestyle, kids, events, etc.
- Worked on post-production video editing and animation. Help art direct in video shoots.

### Graphic Designer

Creative Services, SPH Magazines

Sept 2016 - July 2018

- Create animations, video edit. Design marketing banners for events, digital collaterals and EDM.
- Assist in print editorial layouts for Magazines.

## EDUCATION

### UI Design

CareerFoundry

Mar 2020 - Jan 2020

### Japanese Language

IKOMA School (Intermediate)

Sept 2017 - June 2018

HOUANG School (Beginner)

July 2015 - Mar 2017

### Bachelor in Design (Communication Design)

RMIT University, Melbourne

July 2013 - Dec 2014

### Diploma in Design & Media (Advertising)

Nanyang Academy of

Fine Arts, Singapore

July 2009 - July 2012





## WORK EXPERIENCE

### **Freelance Motion Designer**

Creative Lab, SPHMBO Outdoor Media

*July 2016*

- Assist senior designers in proposals for various outdoor advertising platforms and create animation for outdoor advertising.

### **Creative Designer**

Ballyhoo Creative Consultancy

*May 2015 - May 2016*

- Design POP stands, shelfvision displays, Gondola End (GE) panels for retail consumer brands in supermarkets.
- Design large-scale banners, posters, flyers, ads for large event campaigns.

### **Web-Graphic Designer**

Shreem Brzee International

*Apr 2012 - Apr 2013*

A start-up manufacturing company that supplies landscaping products and materials.

- Build and maintain website: categorize and
- photoshoot products to coding the website.
- Create printed marketing materials.
- Create animated video to explain products.

### **3 Month Creative Intern**

Quirk Pte Ltd

*Nov 2013 - Feb 2014*

- Assisted Web Developer and Creative Designer in web developments, prints, creative festive e-cards and EDM.

### **3 Month Creative Intern**

Grid Pte Ltd

*May 2011 - July 2011*

- Propose and present sketched concepts for ads.
- Assisted Art Directors in the artworks and illustrations for online campaigns.

## ACTIVITIES

### **NCPC Anti-Scam Banner Design Team Contest**

*Jan 2017*

### **NCPC Anti-Scam Wall Painting Team Contest**

*Feb 2016*

### **The Crowbar Awards**

*Aug 2012*

