



YEAR 2023

PORTFOLIO

JERWIN GOH KAI CHENG



HELLO!

I am Jerwin Goh, turning 20 this year.

Graduated from Nanyang Polytechnic
with a Diploma in Interaction Design.

Specialised in User Experience Design
and Web Development.

SOCIAL PLATFORMS



+65 9155 5539



jerwingoh.work@gmail.com



jerwingoh.com



jgkc_design



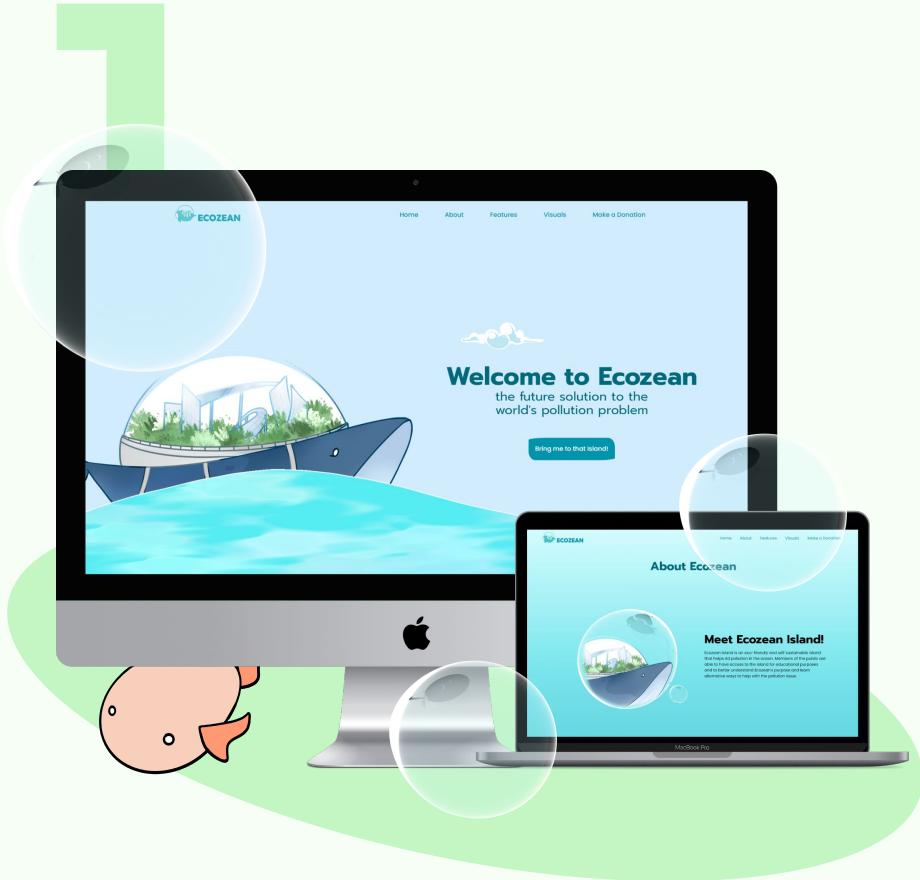
Jerwin Goh -JGKC



Jerwin Goh -JGKC

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2021

ECOZEAN

STUDIO | FRONTEND

Ecozean Island is an eco-friendly and a self-sustainable island that helps rid pollution in the ocean. The public can have access to the island for educational purposes and have a better understanding of Ecozean's purpose and learn alternative ways to help with the pollution issue.



DEV LOG



WEBSITE



The timeline indicates the island's projected completion by 2070, with a note that the dome will be open to the public after construction is finished.

Welcome to Ecozean
the future solution to the world's pollution problem

Whale-like Island
The Whale-like Island is a project under development due to the ocean's rapidly increasing pollution. It is designed to be a self-sufficient ecosystem that can be moved around the world, providing a safe haven for marine life and a sustainable living space for humans.

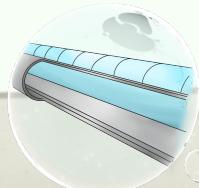
Tunnel
The tunnel is an underwater tunnel that connects land and sea. The tunnel will be used to transport goods and people between the land and the island.

[Bring me to the island](#)

[Facebook](#) [Twitter](#) [Instagram](#)



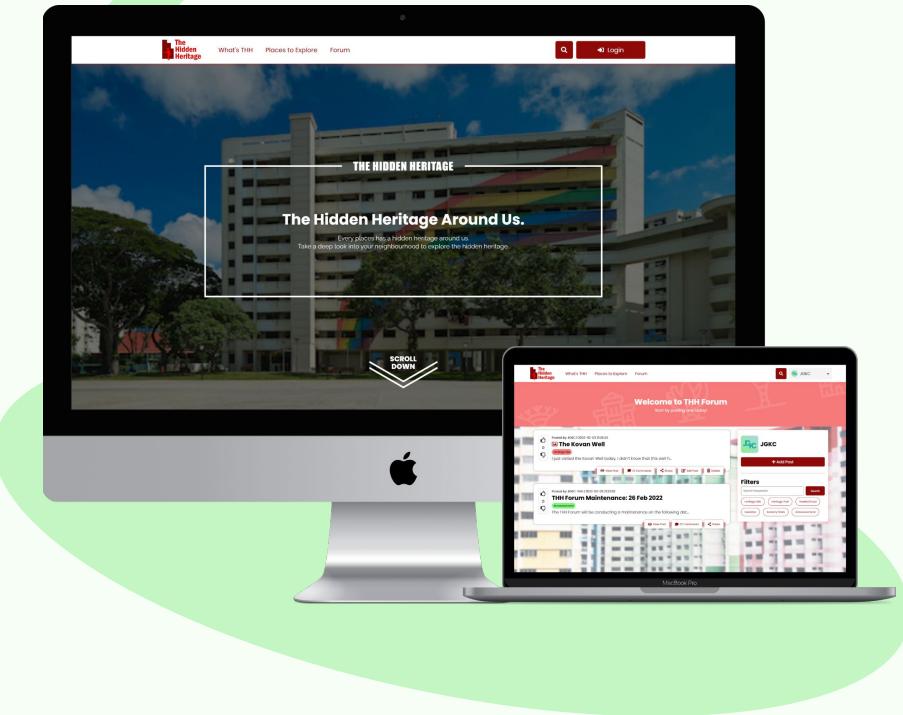
ECOZEAN



For this Project, I worked with another 3 amazing designers which they focus on the design and concept (see previous page). I was tasked with website layout and microsite coding.

This microsite uses 2 JavaScript frameworks - GSAP & jQuery.





2022

THE HIDDEN HERITAGE

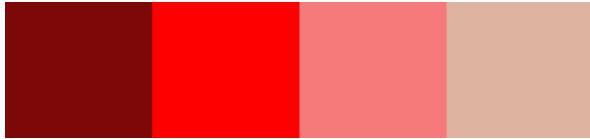
BACKEND | WEB DEVELOPMENT

The Hidden Heritage is a non-profit organisation that provides readers with an informative guide for users who enjoys travelling around the hidden heritage corners of Singapore that are experienced as we go about our daily lives.

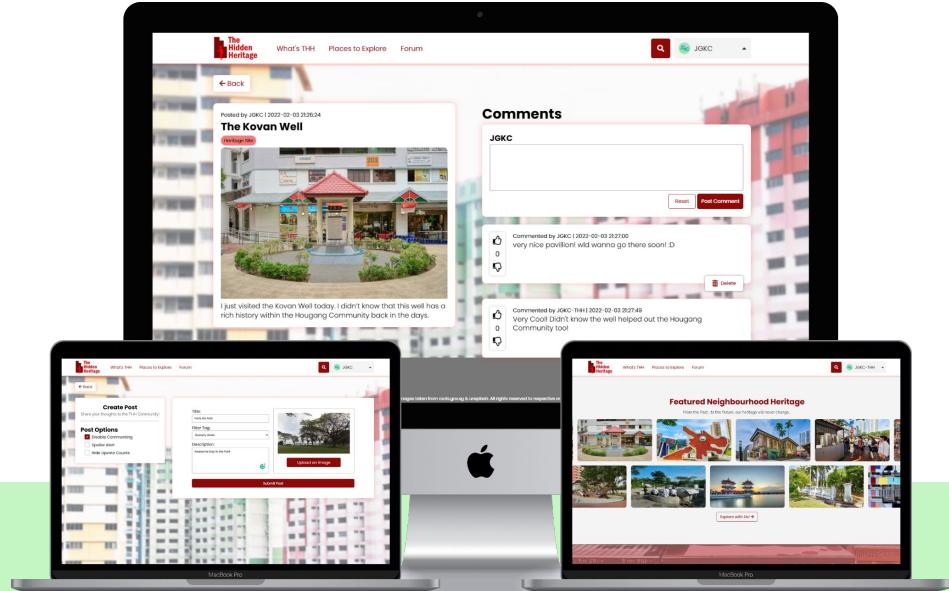


DEV LOG

WEBSITE



This website provides forum discussions which utilise backend languages such as PHP & MySQL. Features include Add, Delete & Edit Post, Commenting and User Profile.





2021

SKY FOODIE

FRONTEND | CREATIVE CODING

Sky Foodie is a Web Game Application that raises awareness for students from 9 to 12 years old (Primary 3 to 6) about the harmful effect of junk food and choosing healthy meals to eat.



V-DEMO



WEB APP



As a Creative Coding Project, I decided to create an educational game. This project uses mainly PixiJS for animations and interactions, which includes keyboard integrations.

All assets shown here are original and created from scratch in Adobe Illustrator.



2021

INTRO TO WEIQI

FRONTEND | CREATIVE CODING

INTRO TO WEIQI is a Web Application for people who are interested in learning in Weiqi(Go) or wanted to know the Basic Introduction to Weiqi. It features an introduction, a tutorial and where they can practice online and physically.



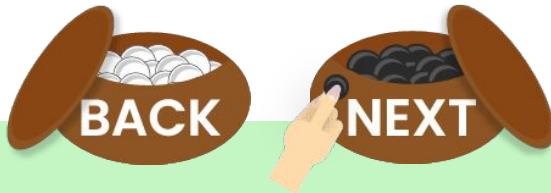
V-DEMO



WEB APP

Another Creative Coding Project,
however, this was created before Sky Foodie!
This informative Web Application was originally an
idea to promote and express my interest in Weiqi.

Most of the assets are created from scratch in
Adobe Illustrator. That boy looks familiar, isn't he?



Two mobile device screens are shown side-by-side. The top screen displays a slide titled "What is GO | BASIC RULES" with a section on "Komi". The bottom screen displays a slide titled "What is GO | INTRODUCTION" with a section on "GO". Both screens have a light blue header with the text "Click any of the buttons to find out more!" and a small "X" icon in the top right corner. The bottom screen also features a "BACK" button at the bottom left and a "NEXT" button at the bottom right.

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SizGrill

— Sizzling Good —

2022

SIZGRILL

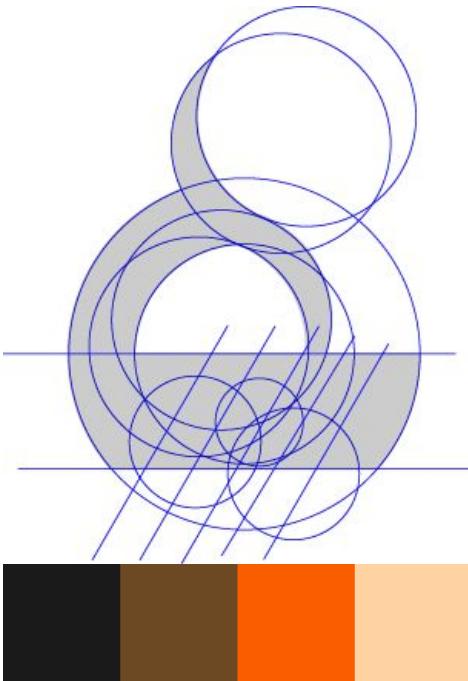
BRANDING | COMMUNICATION DESIGN

SizGrill is a conceptual Restaurant Brand that provides customers with grilled food.

The logo design is based on a round grilling stand (in black), cooked meat (in brown) and fire (in orange). Together the brand name and the slogan, they liven up the logo.



DEV LOG



Using the **Golden Ratio Rule**, the logo is created by using 9 circles and 7 lines.

The lines that are slanted are at 30° clockwise.



As a Branding Project, I had created some collaterals packaging and promotion visuals for SizGrill.

Collaterals Packaging



Promotion Visuals

Poster (top left)

Advert Banner (bottom left)

Electronic Direct Mail (right)



Sizzling your Meal with SizGrill



Self-Cook Meal

No need to eat for your food to arrive!
Cook your own food to your own fitting!



Finest Quality

All the ingredients are free-range!
Healthy Tasty Meal!



Natural Flavor

No flavours added beforehand.
Fill your mouth with the natural flavours.

Invite your friends together for a meal!

Book a reservation of at least 4 pax to get 50% off reservation fee!

Book a Reservation!



You are receiving this email as you have a registered account on the SizGrill Website.

[Menu](#) | [Store Locator](#)

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2021

ASIAN COMPLETIONIST

TYPOGRAPHY | GRAPHIC DESIGN

Asian Completionist is a conceptual book layout design with content based on the achievements of the Malaysian Artist, Namewee.

The overall design uses the gradient of black to white, followed by 4896 branding.



DEV LOG

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黄明志 NAMEWEE
MULTI-TALENTED ARTISTE

“在我眼中，每一个国度的文化历史和语言都是艺术品

To me, every country's cultural history and language are the works of art.

黄明志是个艺人，音乐家和内容创作者的角色，他的才华和非凡的贡献在娱乐圈中光芒四射。

Namewee plays the role of an artist, musician and content creator, the Malaysian's talent and remarkable contribution shines brightly atop in the entertainment industry.

自出道以来，明志的勤奋工作积累了800多首不同流派的歌曲。除此之外，他还与亚洲许多不同年龄段的顶级音乐家合作。这位艺人的作品具有自己独特的风格和等级，事实上，他拥有150部音乐视频，达到了百万门槛；277万订阅者，观看次数达到11亿，因此赢得了“十亿观看点点击之王”的美誉。后来，他的YouTube频道跻身马来西亚观看次数最多的前10名。与亚洲巨星王力宏合作的《飘向北方》在YouTube上的观看次数达1.7亿次，是YouTube有史以来观看次数最多的10首中文歌曲之一。

Since his debut, Namewee's diligence has him accumulated over 800 songs of different genres. In addition to that, he has also collaborated with many top tier musicians of various generations across Asia. The artist's creations have its own unique hair and class, as a matter of fact, he has 150 music videos which has hit the million threshold; 2.7 Million subscribers and a Total Accumulated View of 1.1 Billion, thus earning him the moniker of 'King of Billion View Clicks'. Then, his YouTube channel is ranked amongst the top 10 most-viewed in Malaysia. [Stranger In The North], a collaboration with Asian superstar Leehom Wang, has been viewed 170 million times on YouTube, it is one of YouTube's top 10 most-viewed Chinese songs of all time.

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ASIAN COMPLETIONIST - 2021



KEEP IN TOUCH!

That's all for my Portfolio!
To keep up with my latest works, please
check out my Socials.

For working opportunities, please
contact me through phone or email.

SOCIAL PLATFORMS



+65 9155 5539



jerwingoh.work@gmail.com



jerwingoh.com



jgkc_design



Jerwin Goh -JGKC



Jerwin Goh -JGKC



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