

**PERSONAL PARTICULARS**

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**KEY SKILLS**

- Concept Development, Art Direction, Implementation of Creative Solutions, Print Production & UX/UI Design.
- Working Closely with Project Owners & Developers.
- End-to-end design process, Low-High Fidelity Prototype/Wireframe mock-ups to demonstrate functionality and provide visual details.
- 2 Years in UX Research & UI Design in producing/developing Digital Platforms for the FinTech Industry.
- 5 Years Graphic Design Experience in Delivering 360 Design Solutions.
- Degree in Graphic Design and Advanced Diploma in Visual Communications.
- Proven track record in gaining approvals and new business for employers I've worked with.
- Agency & MNC experience and able to renew clients for design solutions & initiatives.
- Project Management Skills, Able to manage strict deadlines, Proof reading and attention to details while producing User Interface Design (UI).
- Competent in producing high quality designs & for both Digital & Print.
- Able to work independently or coordinate effectively within the team and with internal, external stakeholders, product owners & developers.
- Hold a good performance and reliability track record from all previous employment.
- Experience in designing presentations, Page Layout, Info-graphics, Illustrations, Image Processing, Color Separation, Print Production, Web Content Management, Web Banners and Knowledge of SEO & SEM and Google Analytics for research and testing.
- Experience in building Design Systems for Branding purposes.

**DESIGN TOOLS**

- Adobe Photoshop, Adobe Illustrator & Adobe InDesign,
- Adobe XD & Vision, Flash, InVision, Balsamiq, Flinto, UXPin & AfterEffects
- HTML (CSS) Dreamweaver, Wordpress & Squarespace
- UX Tools: Sketch (User Interface Design), Google Analytics (Usability Testing), Marvel (Interaction) & Axure RP (Wireframes & Process Flow-diagram)
- Microsoft PowerPoint, Word, Excel and Keynote

**PROFESSIONAL & ACADEMIC QUALIFICATION**

Date	Qualification	Institution	Percentage /Grade
2019	Certification of Completion <b>(Sketch) App Design</b>	Udemy (Online Courses)	Completed
2019	Certification of Completion <b>Responsive Design</b> <b>HTML CSS: Web Design</b>	Udemy (Online Courses)	Completed

2018	Certification of Completion <b>Certified Agile Fundamentals</b>	SoftEd Singapore	Completed
2018	Certificate <b>Strategic Design &amp; Innovation</b>	NUS Institute of Systems Sciences	Certified and Completed
2017	Certificate of Completion <b>Digital UX Design</b>	NUS Institute of Systems Sciences	Completed
2016	Experimentation Workshop <b>UX Tools &amp; User</b>	General Assembly Singapore	Completed
2016	Certificate - <b>UX Matters</b>	Design Society Workshop	Certified and Completed
2014	Certified Course <b>Wordpress</b>	Private Institution	Certified and Completed
2011 - 2012	Bachelor's Degree in <b>Graphic Design</b>	Raffles College of Higher Education (School of Design & Commerce)	Passed with Credit
2009 - 2011	Advanced Diploma in <b>Visual Communications</b>	Raffles College of Higher Education (School of Design & Commerce)	Passed with COC
2005 - 2008	GCE N Level Singapore	CHIJ St. Theresa's Convent Secondary School	Passed with Distinction Awarded Top Student 2 Year in a Row.
1999 - 2004	PSLE	Raffles Girls Primary School	Passed

## EMPLOYMENT HISTORY

<b><u>Jan 2018 to Current</u></b>	<p><b><u>Company:</u></b> AXA Insurance Pte Ltd (Singapore)</p> <p><b><u>Designation:</u></b> Senior UI/UX Specialist (Digital Operations Department)</p> <p><b><u>Job Description &amp; Responsibilities:</u></b></p> <ol style="list-style-type: none"> <li>1. Responsible to provide Qualitative &amp; Quantitative Research, Conceptualize (Product Strategy), User Interface &amp; Interaction Design which includes (High-fidelity prototypes, Process flow-diagrams, Wireframes &amp; Documentation) that incorporate the Best Practices of UI/UX in the leading era of Digitalization which helps to enable the FinTech industry to strive and innovative various new products and technologies for their users, customers &amp; staff.</li> <li>2. Organizing Design Thinking sessions for internal stakeholders &amp; staff to spread knowledge/awareness of the sharing sessions, this is done enable the gathering research &amp; data analysis based on the process of Empathizing, Define the cause &amp; Ideating solutions to deliver new digital products or platform. <i>(Includes: Interviewing customers for gathering feedbacks in improving solutions of better customer experience)</i></li> <li>3. Working closely with Development team, Engagement team, Ecommerce &amp; Analytics team to provide UI/UX Design support with Visual Designs to build platforms which helps in the improvement of Customer Interactions &amp; Customer Experience. This is done to assist the tracking and testing for further analysis on sales &amp; better customer experience within the digital platforms initiated. <i>(E.g. Of Research &amp; Strategy applied is in <b>AXA Corporate Website:</b> <a href="https://www.axa.com.sg/">https://www.axa.com.sg/</a>).</i></li> </ol> <p><i>(*Continued to next page)</i></p>
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	<p>4. Coordinating with <b>AXA (France)</b> entity to build new Digital Branding of <b>Design Systems</b> which includes Information Architecture, Visual Design, Product &amp; Content Strategy for the <b>AXA (Singapore)</b> entity. This is to provide &amp; follow AXA Brand consistency &amp; guidelines internally throughout all AXA entities world-wide for e.g <b>AXA (France, Ireland, UAE, Philippines, India &amp; Malaysia)</b>.</p> <p>5. Gathering of Business &amp; User requirements from internal stakeholders &amp; product owners from various departments e.g (Customer Care, Marketing, Telemarketing, IT Service, Underwriters, Actuaries &amp; Agents) to understand end-user requirements through user research and task analysis for solutions on products to serve best customer experience while building &amp; innovating new digital products &amp; platforms for internal &amp; external purpose.</p> <p>List of successful platform initiatives/ventures built between 2018 - 2019:  <b>AXA Pay:</b> <a href="https://www.axa.com.sg/payment/">https://www.axa.com.sg/payment/</a>  <b>AXA Corporate Website:</b> <a href="https://www.axa.com.sg/">https://www.axa.com.sg/</a>  <b>AXA Affiliates:</b> <a href="https://www.axa.com.sg/affiliate-marketing/#Testimonies">https://www.axa.com.sg/affiliate-marketing/#Testimonies</a>  <b>AXA Distribution Platform – Edge</b> (*Internal Staff &amp; Agents): <a href="https://edge.axa.com.sg/">https://edge.axa.com.sg/</a>  <b>AXA Blog:</b> <a href="https://www.axa.com.sg/blog">https://www.axa.com.sg/blog</a></p>
<b><u>March 2017</u></b>	<p><b><u>Company:</u></b> Holmes &amp; Marchant Agency (Client: Unilever)</p> <p><b><u>Designation:</u></b> Freelance Designer</p> <p><b><u>Job Description:</u></b></p> <p>Responsible for the visual design of the packaging for the FMCG client (Proposals)</p> <p>Conducted research &amp; design editing for brands - Lifebouy, Vasaline, Close-up, Fair &amp; Lovely, Citra &amp; other Unilever products.</p> <p>Create, designed and produced the pre-launch theme for FMCG in China market.</p> <p>Tweaking international campaign design for country specific cultural and traditional ethos to approach target audience.</p> <p>*Samples of design can be provided upon request</p>
<b><u>March 2016 - February 2017</u></b>	<p><b><u>Company:</u></b> Freelance Projects &amp; Events</p> <p><b><u>Designation:</u></b> Freelance Designer</p> <p><b>Projects included in Portfolio:</b> <a href="http://sumitasg-portfolio.com/">http://sumitasg-portfolio.com/</a></p>
<b><u>November 2014 – February 2016</u></b>	<p><b><u>Company:</u></b> Q-Plus Design Pte Ltd</p> <p><b><u>Designation:</u></b> Graphic Designer</p> <p><b><u>Achievements:</u></b> Company bagged 3 New Deals, A leading multi-industry food company listed on the main board of the Singapore Exchange and Mapletree Logistical Account, because of my Design Proposals. Worked with DSO National Laboratories to create attractive designs for their Career Exhibition Event, i.e., Exhibition Banners, EDM, Goodies, Promotional and Marketing Materials.</p> <p><b><u>Job Description:</u></b></p> <p>Annual Reports for Corporate Blue Chip Clients such as,</p> <ul style="list-style-type: none"> <li>- Mapletree Logistics &amp; Commercial</li> <li>- Singpost Annual Report 2014</li> <li>- NUS Student Programme Brochure</li> <li>- Tuas Power Brochure &amp; Annual Report 2014</li> <li>- SIA Annual Report 2014</li> </ul>

	<p>- AEI Corporation Limited Annual Report 2014</p> <p>From Conceptualization to Print, my role is key to prepare and organize a comprehensive and informative Annual Report for their Stakeholders. A very important document Benchmarking against their competitors' and industry's performance. Have gained approval for my designs from tough critiques in highly competitive industries. Print production and Press checks.</p> <p>*Samples of design can be provided upon request</p>
<b>August 2014 – October 2014</b>	<p><b><u>Company:</u> Eurasia Shipbrokers Pte Ltd</b></p> <p><b><u>Designation:</u> Professional Graphic Designer</b></p> <p><b><u>Achievements:</u></b> Gave company a Brand Identity through Logo Design, Web site, Email Banners, Business Cards, Brochures and Launch Event Goodies.</p> <p><b><u>Job Description:</u></b></p> <p>Fresh start-up and subsidiary of a major fleet management company in maritime/logistics/transport requires branding and completely new logo under strict deadlines. Currently working onsite. Started working on their logo design for their initial launch with stringent requirements on their logo criteria, I have successfully managed to gain approval for their concept. Side by side working on their website design and live counter requirements. Scheduled completion: October 2014.</p>
<b><u>April – June 2014</u></b>	<p><b><u>Company:</u> Graphic Designer, WTA Championship Finals</b></p> <p><b><u>Designation:</u> Graphic Designer</b></p> <p><b><u>Achievements:</u></b> Designs in a full page featured prominently in Straits Times, Business Times and Sports Magazine.</p> <p><b><u>Job Description:</u></b></p> <p>World Sport Group is Asia's leading sports marketing agency specializing in sports sponsorship, sports content and sports event management.</p> <p>My Role: Working with WTA Corporate Sales team and Marketing team to develop and promote the upcoming prestigious WTA Finals Event in Singapore.</p> <p>Designed Advertisements, Event marketing material for the WTA Event in Singapore, Online Banners, Posters, Brochure's, EDM's, News Papers in Print Media for Local Newspapers such as ST,BT. Magazine spread in Wall Street Journal. Hospitality EDM to be sent to client's database.</p> <p>Large Scale Printing, meeting with Print Companies to manage the assignment and ensure quality.</p>
<b><u>June 2013 – March 2014</u></b>	<p><b><u>Company:</u> ASSE Technologies and Partners</b></p> <p><b><u>Designation:</u> Freelance Graphic Designer &amp; Marketing</b></p> <p><b><u>Achievements:</u></b> Clients Appreciation Programme was successfully handled by me and the Marketing Manager.</p> <p><b><u>Job Description:</u></b></p> <p>Marketing Collaterals, Banners, Business Proposals, Marketing PowerPoint Presentations, CNY Cards and Festive EDMs which Circulated in their Overseas Officers as well.</p>

<b><u>September 2012 – December 2012</u></b>	<p><b><u>Company:</u> Enavose Research &amp; Development Pte Ltd</b></p> <p><b><u>Designation:</u> Marketing Communications Executive &amp; Graphic Design Specialist</b></p> <p><b><u>Achievements:</u></b> Head the Production Team to find models for their New Cosmetic Make Up Launch Designed the Make Up Brochure for Consumers &amp; Planned Visual Merchandizing for their Suntec City Store.</p> <p><b><u>Job Description:</u></b></p> <ul style="list-style-type: none"> <li>• Development of marketing collaterals</li> <li>• Creative conceptualization of Photoshoots</li> <li>• Complete Employee Training Manual Content &amp; Design</li> <li>• Banner Ads, EDM's, Company Event Ads</li> <li>• Company New product launch design and Store Re-Launch Design with Interior Design Partner</li> </ul>
<b><u>January 2011- March 2011</u></b>	<p><b><u>Company:</u> SunMedia Pte Ltd</b></p> <p><b><u>Designation:</u> Graphic Design (Intern)</b></p> <p><b><u>Achievements:</u></b> Work very closely with the Editor-in-Chief to create editorial spreads and content. A very good experience working with various Embassy like Indian, Philippines and Bangladesh Embassy to create their Tourism Brochure. Gained a good recommendation from the Editor-In-Chief for my work and efforts.</p> <p><b><u>Job Description:</u></b></p> <p>Technical areas of Web Development, Content Management for Orchardlive.com, Embassy of India (Moscow) and IMBollywood.com. Creating monthly Newsletters for SUNMEDIA PTE LTD. Publication for Philippines Embassy 2011 edition, Opportunity Bangladesh and Indonesia. Banner Ads for Mustafa and SUNMEDIA.</p>
<b><u>June 2009- August 2010</u></b>	<p><b><u>Company:</u> Freelance Graphic Design Solutions</b></p> <p><b><u>Designation:</u> Graphic Designer</b></p> <p><b><u>Achievements:</u></b> This was my own Launch pad into the Creative Industry as I had to make a name for myself and promote my work. I was able to get various kinds of clients from Entrepreneurs, Start-Ups and SMEs.</p> <p><b><u>Job Description:</u></b></p> <p>Freelance, Marketing &amp; Promotions (Project Based Work) Graphic Design, Branding, Advertising &amp; Marketing Collaterals, Website &amp; Company Newsletters. Social Media Platforms (Banners)</p> <ul style="list-style-type: none"> <li>- Website for Restaurant and Banners for Greendot Launch</li> <li>- Wedding Card Design for Friends and Referrals</li> <li>- Packaging Design for client and Website Mock-Ups</li> <li>- 3D Electronic Product "Rotimatic" Patent Design for Zimplistic</li> <li>- Golden Stena Weco – Event Invites, EDM &amp; Collaterals</li> <li>- Social Responsibility/Volunteering - Singapore Cancer Society, free graphic design services for creating awareness and "Crochet of Love Campaign" 2014</li> </ul>

**ACHIEVEMENTS & AWARDS**

<b>Award &amp; Recognition</b>	<b>Description</b>	<b>Company/Institution:</b>
AXA Achiever's Award (Customer First Award)	Outstanding contribution & achievements - Project: AXA Pay & Salesforce	AXA Insurance Pte Ltd (Singapore)
AXA Achiever's Award (Digital Innovation Award)	Outstanding contribution & achievements - AXA Distribution Portal	AXA Insurance Pte Ltd (Singapore)
Design for Marigold Peel Fresh Package Design	Selected in Top 25	Marigold Peel Fresh
Principles Award for Top Student and Certificate of Achievement	Top in Mathematics, Art, Science Top in Standard	CHIJ St. Theresa's Convent
Certificate of Achievement	Software Skills Test	University of Cambridge
Theresian Heart Award	2 Yrs Consecutively	CHIJ St. Theresa's Convent
Merit Award	Nominated by School (Kindness Award)	Singapore Kindness Movement Council
Certificate of Participation	Red Cross (Flag Day)	Red Cross Singapore