

# CHERYL ASHER

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Smashing through challenges  
and getting wow responses  
is what I strive to achieve.

## SKILLS

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### Project Management

Business Strategy  
Timeline management  
Lead teams  
Liaise with clients

### UX/UI

Proficient in Adobe XD,  
Sketch and Figma  
User Research  
Wireframing and Prototyping  
User Testing

### Graphic Design

Proficient in the Adobe Suite  
– Illustrator, Photoshop, Indesign  
Retouching images  
Digital Design – Social Media  
Content, Banner Ads  
Editorial, Layout  
Typography  
Logo creation

### Videography

Proficient in Final Cut Pro X  
Working Knowledge  
– Premiere Pro  
Able to create GIFs, stop motion

### Marketing

Market Research  
Strategic and Digital Marketing  
Strong Interest in Brand  
Development,  
Conceptualising

### Soft skills

Adaptive  
Detail-oriented  
Results driven  
Self motivated  
Excellent communication skills  
– both written and verbal  
Effective time management  
Multi-tasking and Organisational  
skills  
Sociable, collaborative team player

### Art

Acrylic and Watercolour painting  
Calligraphy, Live drawing  
Bullet journalling

### Language

Native in English and Mandarin

I'm an ambitious creative with multi-disciplinary designing skills, **aspiring to forge a marriage between business solutions and creative work**, learning with empathy throughout my career.

## EXPERIENCE

### **The Moon Project Manager**

Mar 2021-Current

Oversee all aspects of the business

- Manage a team of managers - Cafe, Commerce, Event, Content and Product
- Strategise and plan projects
- Liaise with external clients

Lead content management & marketing team

- Plan and strategise marketing campaigns
- Liaise with stakeholders for content assets
- Oversee day-to-day deliverables

### **UI/UX Designer**

Dec 2020-Current

UI/UX Design for two brands

- Ideate, conceptualise and design website

### **Supernova UI/UX Designer**

Oct 2019 – Dec 2020

Dabbled across 4 E-Commerce Brands:  
Coco & Eve, Sand & Sky, SkinnyMint and BodyBoss

Digital Design for Marketing Campaigns:

- Work closely with each brand's marketing manager
- Assist and/or create digital assets for various marketing platforms and channels
- Static: EDMs, E-book, campaign banners
- Video: Gamification ads, Facebook & Instagram ads
- Photoshoot and edit images required for brands' promotional materials

Amazon UI/UX for all 4 Brands:

- Work closely with Amazon team to curate content shown on all Amazon listings to optimise conversion rates by enhancing UX
- Curate Image stack and create A+ content (Enhanced Brand Content, EBC)
- Conceptualise and design assets for Storefronts

## EDUCATION

### **CareerFoundry**

June 2020 – Jan 2021

Certificate in UX Design Immersion  
Specialisation in Frontend Development

### **Shillington College of Graphic Design Melbourne**

Feb 2019 – May 2019

Certificate IV in Graphic Design

### **SIM – Royal Melbourne Institute of Technology (RMIT)**

Feb 2016 – Dec 2018

Bachelor in Business Marketing (with Distinction)  
Minor in Economics and Finance  
Minor in Fine Arts (Completed in RMIT Melb)

## EXTRA-CURRICULAR

### **Student Council Member**

Jan 2017 – May 2018

Media and Marketing Team:  
Create content for social media and newsletter,  
Posters for events.

Community Involvement Team:  
Overall I/C for Project Sparkle in collaboration with Cheng Hong Welfare Organisation,  
Liaise with coordinator and successfully gathered 80 volunteers to clean 16 HDB flats for old folks.

Initiation Planning Team:  
Programmes I/C, Organise 3D2N camp for councillors, Internal Videographer

External Welfare Team:  
Organised RMIT Varsity jacket sales and student welfare giveaway events,  
Videographer for promotional videos