



SI MIN CHUA

UI Design & Development

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siminchua.com

ABOUT

Webmaster and interface designer and developer, with a background in communications and marketing, and a social sciences degree.

EXPERIENCE

SOTA • Webmaster

JUL 2020 - PRESENT

Designed and developed web-based experiences using the Adobe Creative Suite and frontend tools to support a myriad of school functions and activities.

SOTA • Corporate Communications Executive

FEB 2018 - PRESENT

Executed integrated communications and marketing efforts to strengthen the SOTA brand. Organised major school events and worked with design agencies.

MOE • Singapore Youth Festival Executive

JAN 2016 - JAN 2018

Conceptualised and produced arts events at various venues across the country. Revamped and managed the SYF website.

8th ASEAN Para Games • Assistant Project Manager

SEP 2015 - DEC 2015

Liaised with directors, managers and performers from across the Southeast Asian nations to stage the opening & closing ceremonies of the Games.

SKILLS

Designing	Web, Responsive, Prototyping, Animation, Illustration, Print, Photo Retouching, Video Production, Adobe Creative Suite (incl. XD)
Coding	HTML, SASS/CSS, Javascript, jQuery, Bootstrap
Management	Communications, Project Management, Public Relations, Google Analytics, SEO, Social Media, Content Management Systems

EDUCATION

National University of Singapore

AUG 2011 - MAY 2015

Bachelor of Social Sciences (Honours), Geography