



CASSIE KHOO

designer



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www.cassiekhooesign.com



design experience

Communication & UX/UI Designer @ Linda Sinden

JULY 2015 – PRESENT

Primary role – UX/UI design for a wellbeing educational tool and game.

Secondary roles – Graphic and web design.

www.lindasinden.co.nz

Communication Designer [Internship] @ DHW Lab, Auckland Hospital

APRIL & MAY 2016, JANUARY & FEBRUARY 2017

60 hour work experience (2016), followed by a 2 month Summer

Studentship (2017) at the DHW Lab, a Design for Health and Wellbeing Lab

in the hospital. Primarily worked on the Healing Environments Exhibition.

Designer @ Maharishi Ayurveda Products NZ

NOVEMBER & DECEMBER 2015

Design of product landing pages. Worked with a marketing consultant.

Designer @ Aphroditea Tea Ltd

JANUARY, FEBRUARY & NOVEMBER 2015

Design of visual identity, collateral and website design.

www.aphroditea.co.nz



education

Master of Design, AUT

2017 – PRESENT

Project through the DHW Lab – Using co-design to create meaningful public health brands with youth.

AUT Postgraduate Full Fee Scholarship (Art & Design).

Bachelor of Design (Communication Design), AUT

2014–2016

Major in Branding. Minor in Data Visualisation.

A/A+ Grade Average.

AUT Art & Design Excellence Scholarship (2015).



skills

TECHNICAL



strongest

working knowledge

CREATIVE

Graphic Design

Branding and Identity

Data Visualisation

Print / Publication

Copy Writing

Icon Design

UX/UI Design

Web Design

PERSONAL

Independent

Collaborative

Organised & Diligent

Quick to pick up concepts & logic

Focused

Optimistic

Good communication skills

Dependable



interests & hobbies



Design



Travel



Studio
Ghibli



Music



Japanese
Culture



Reading



Crafts



Movies



Food



referees

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