

Career Summary

A seasoned creative professional with 8 years of experience in branding, consumer marketing, and e-commerce, specialising in visual narratives, user-centric design, and multi-channel campaign ideation. Proficient in design thinking and content creation (photography/videography), with expertise in Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD, After Effects).

A meticulous team player with excellent communication skills (written and verbal) and a track record of driving brand positioning, conversion optimization, and leading cross-functional teams to success for global brands.

Core Competencies

- Adobe Creative Suite Proficiency (Illustrator, Photoshop, InDesign, XD, After Effects)
- Brand Positioning, Identity & Strategy
- Content Creation (Photography, Videography, Video Production, Video Editing & Image Editing)
- Creative Leadership, Vision & Art Direction
- Cross-Selling & Customer Retention
- Cross-Collaboration & Cross-Functional Teamwork
- Digital & Print Media Development & Execution
- Design Thinking & Creative Problem-Solving Skills
- Excellent Communication (Written & Verbal)
- Experiential Marketing & Brand Engagement
- Multi-Channel Campaigns/Cross-Platform Optimization
- People Management, Mentorship & Team Building
- Project Management & Time Management
- Social Media Strategy & Social Engagement
- UI/UX Expertise & Conversion Optimization
- User-Centric Design Solutions & Experience

Professional Experience

Visa Design Solutions (APAC)

Visa Worldwide Pte. Ltd.

Apr 2023 - Jun 2024



- Conceptualized and implemented Visa's brand and visual identity, contributing to a 30% increase in brand recall across APAC. Crafted engaging user experiences through a user-centric design approach, improving user engagement by 25% across digital, offline touchpoints, point of sale, and experiential collaterals.
- Led cross-functional collaborations across APAC, successfully executing over 20 campaigns.
- Managed co-marketing campaigns with external stakeholders/clients, ensuring delivery of strategic design execution and on-time project delivery.
- FIFA Women's World Cup 2024: Led the Behind Every Number, There's A Story campaign, increasing fan engagement for women's sports by 30% through cross-channel activations and impactful storytelling.
- Paris Olympics 2024: Collaborated with Baiduri Bank, ANZ, and DFI/Cold Storage to boost brand presence by 20% for both the Olympics and client brands.
- UOB Visa One Debit Card Launch: Increased sign-ups among Gen Z and polytechnic students by 30% while enhancing UOB's brand presence through multi-channel marketing.
- Collaborated with Visa's client marketing team on a programmatic ad campaign targeting affluent customers, promoting destination hotels and resorts in Singapore, Thailand, Vietnam, Indonesia, and the Maldives across multiple APAC markets (Australia, China, India, Indonesia, Japan, Korea, Malaysia, and Singapore).
- Visa Cash App Red Bull: Combined three IPs (Visa, Cash App, Red Bull) for internal activations and external-facing client campaigns in preparation for the Singapore Grand Prix 2024. Developed a comprehensive toolkit to adapt the designs for client use, increasing audience engagement by 20% and enhancing brand presence in anticipation of the event.
- Cabb Taxi (Thailand): Spearheaded an OOH marketing campaign that increased brand visibility by 25% in key urban areas including Bangkok, near airports, and in tourist-heavy locations.
- Enhanced brand positioning in key markets, including developing countries like Vietnam and the Philippines, leveraging design trends, marketing insights, and competitor analysis.

Senior Digital Designer
Spoon Creatives Pte. Ltd.
Nov 2020 - Feb 2023

SPOON

- Managed and mentored a creative team, overseeing the execution of 40+ digital campaigns (social media, EDMs, apps, and websites) for clients like Frasers Property, Lend Lease Malls, and UOL Malls.
- Led art direction and creative concepts, including photo and video shoots, primarily for Frasers Property, resulting in a 33% increase in lead generation, 25% growth in Instagram followers, and a 35% increase in online transactions (app and website).
- Contributed to the UI/UX design process for both websites and apps, including creating mockups, sitemaps, and user flows. Refined the Frasers Property e-commerce standalone app during COVID-19, which led to an 18% uplift in website traffic.
- Developed and executed cross-channel marketing strategies, enhancing social media presence and improving brand recall by 15%, while boosting brand engagement across digital platforms by 20%.
- Liaised with clients and Accounts team to implement rebranding initiatives, optimising digital presence and consistently meeting 100% of deadlines while exceeding expectations.

Senior Multimedia Designer (APAC)
Pernod Ricard Singapore Pte. Ltd.
Jul 2018 - Nov 2020


Pernod Ricard

- Produced digital and print media collaterals for Pernod Ricard's portfolio, including brands such as Martell, Chivas. Collaborated with marketing, brand and sales teams to ensure brand consistency.
- Set-up and managed e-commerce stores on Shopify, Lazada, and Shopee, including Drinks&Co, MyPJ (Perrier-Jouët), LeCercle, and the Pernod Ricard Singapore store. Achieved 60% growth within a year in e-commerce sales through cross-selling initiatives.
- Managed content creation and social media marketing for Drinks&Co. Handled SEO/SEM, copywriting, Facebook/Instagram ads, and coordinated with Customer Service, PR, Finance and Logistics to ensure timely deliveries and offer exceptional customer service.
- Directed and produced photos and videos for internal and external events, overseeing product photography for all alcoholic beverages across markets within Pernod Ricard APAC (Asia Pacific).
- Developed and led creative strategies and experiential marketing campaigns for global brands like Martell and Chivas, enhancing customer loyalty and streamlining workflows for cross-functional teams and third-party collaborators.

Creative Designer
Singapore Telecommunications Limited
Dec 2017 - May 2018


Singtel

Media Content Developer
Kydon Learning Systems Institute
Nov 2015 - Nov 2017


kydon
LEADING LEARNING

Career Achievements

- Collaborated with Visa Marketing (APAC), FIFA, and global agencies on the FIFA Women's World Cup 2023 Behind Every Number, There's A Story campaign, enhancing global engagement with 2 billion viewers, 1.7 million attendees, and 22 million digital interactions.
- Generated six-figure profits within 3 months for Drinks&Co on a \$15k budget, driving e-commerce sales through strategic promotion of the cocktail portfolio and effective product cross-selling.
- Led rebranding and cross-channel marketing for Frasers Property, managing 20+ digital campaigns across social media, EDMs, and websites, resulting in a 25% organic increase in social media followers, a 15% boost in brand recall, and a 33% growth in lead generation.
- Unified three IPs (Visa, Cash App, Red Bull) for the Formula 1 2024 season, developing a flexible toolkit for internal and external activations, boosting brand presence and increasing audience engagement by 20% in the lead-up to the Singapore Grand Prix.

Languages

English & Malay
Fluent - Conversational & Written

Education

Multimedia & Animation
Ngee Ann Polytechnic