

P O R T F O L I O

JAMES QUEK ZHENG YI

RECENT WORKS

PAST

CURRENT

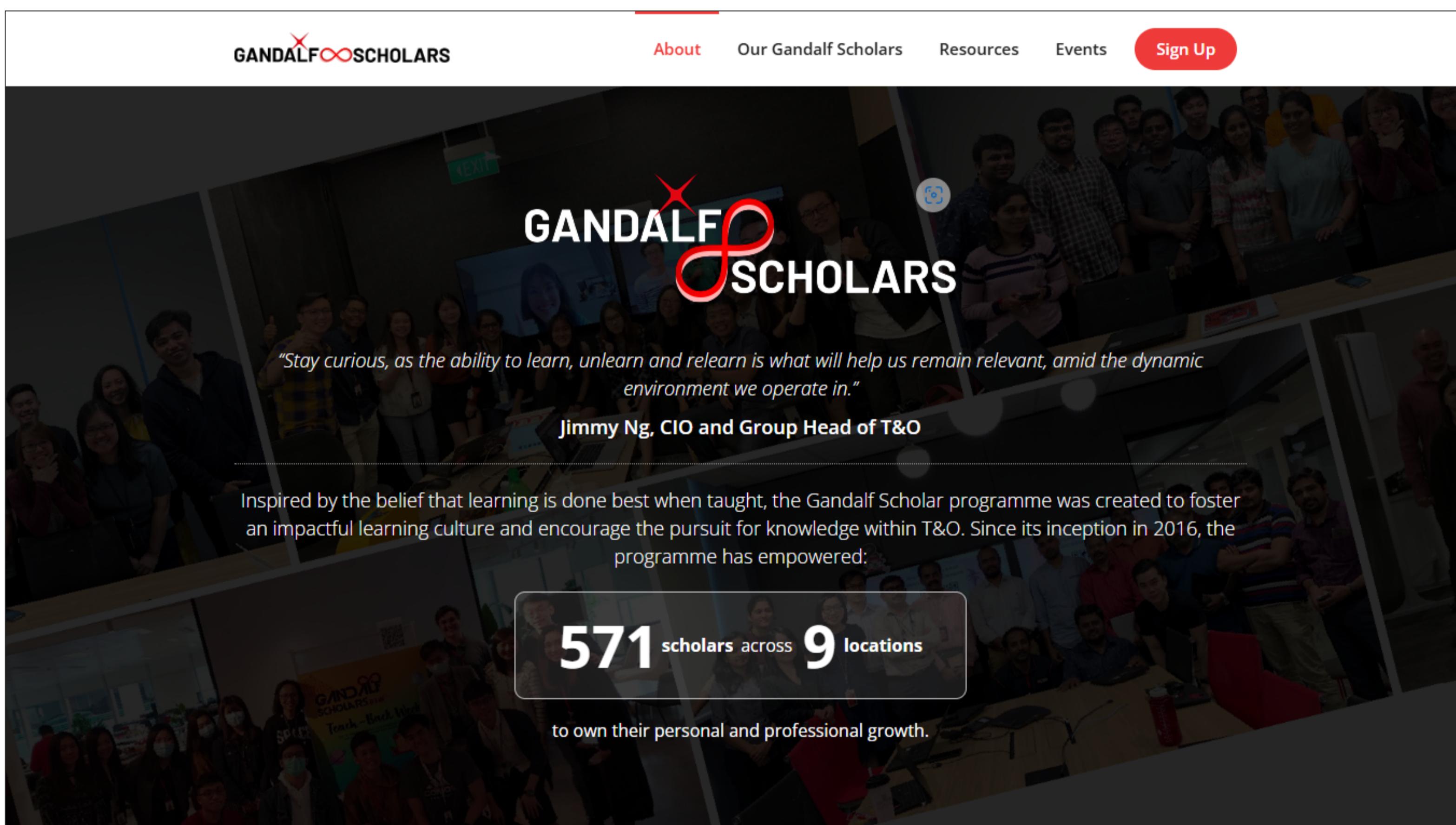
[WEB DESIGN AND DEVELOPMENT]

GANDALF SCHOLARS PROGRAMME
THOUGHT LEADERSHIP SERIES
DIGITAL DISRUPTION : ECOSYSTEMS
OPPR PUBLISHING CMS

THEN

[WEB DESIGN, GRAPHIC DESIGN AND ILLUSTRATION]

WEB DESIGN, EDM, SELF-MAILER
ANIMATED AND STATIC BANNERS
+886 BISTRO
PORTRAIT ILLUSTRATIONS



GANDALF SCHOLARS PROGRAMME

ABOUT THE PROJECT

INSPIRED BY THE BELIEF THAT LEARNING IS DONE BEST WHEN TAUGHT, THE GANDALF SCHOLAR PROGRAMME WAS CREATED TO FOSTER AN IMPACTFUL LEARNING CULTURE AND ENCOURAGE THE PURSUIT FOR KNOWLEDGE WITHIN T&O.

OBJECTIVES

BUILD A MICRO SITE THAT HELP STAFFS TO:

- LEARN MORE ABOUT GANDALF SCHOLARSHIP PROGRAMME
- APPLY TO BE A SCHOLAR
- WATCH LESSONS TAUGHT BY PAST/GRADUATING SCHOLARS
- APPRECIATE PAST SCHOLARS

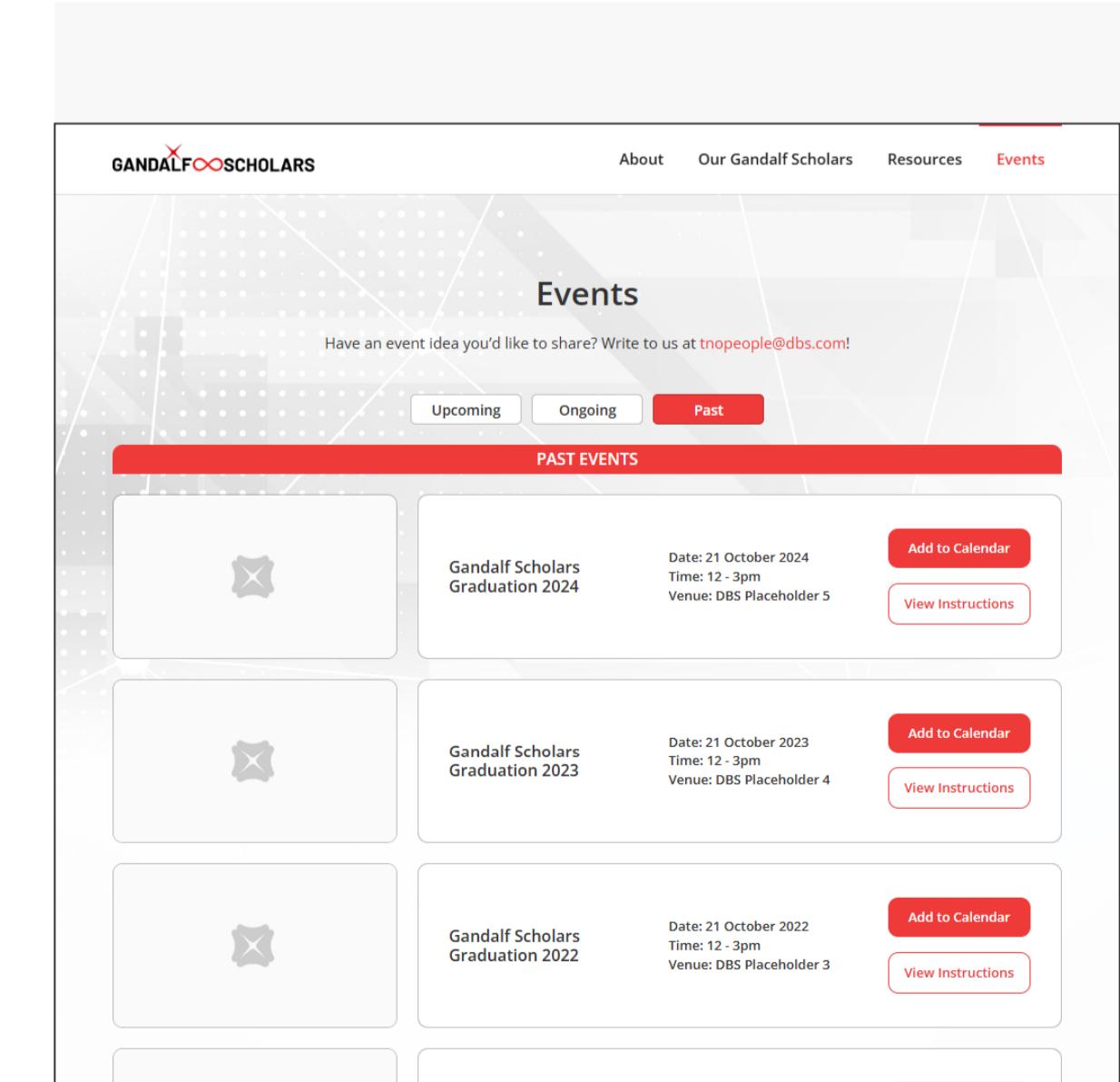
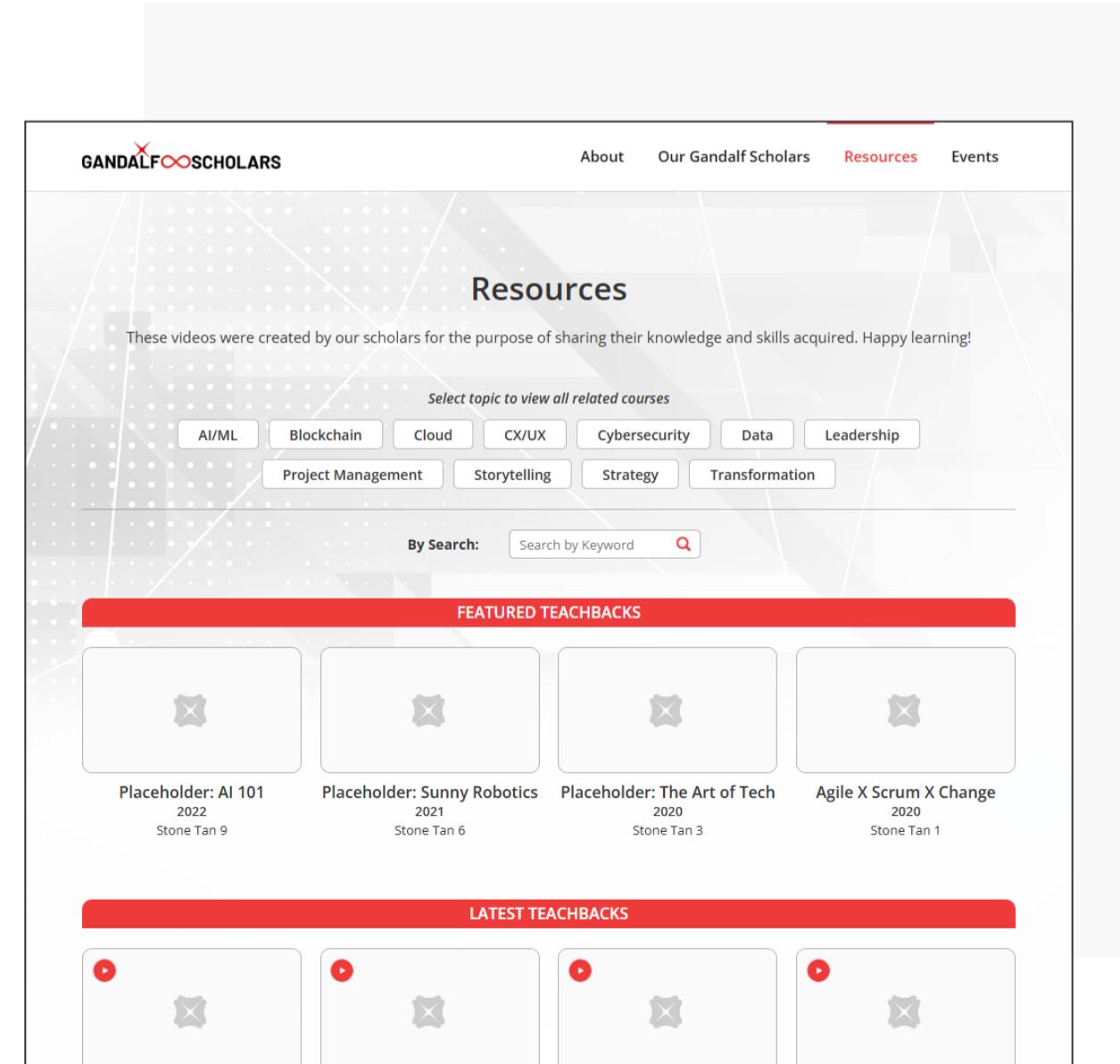
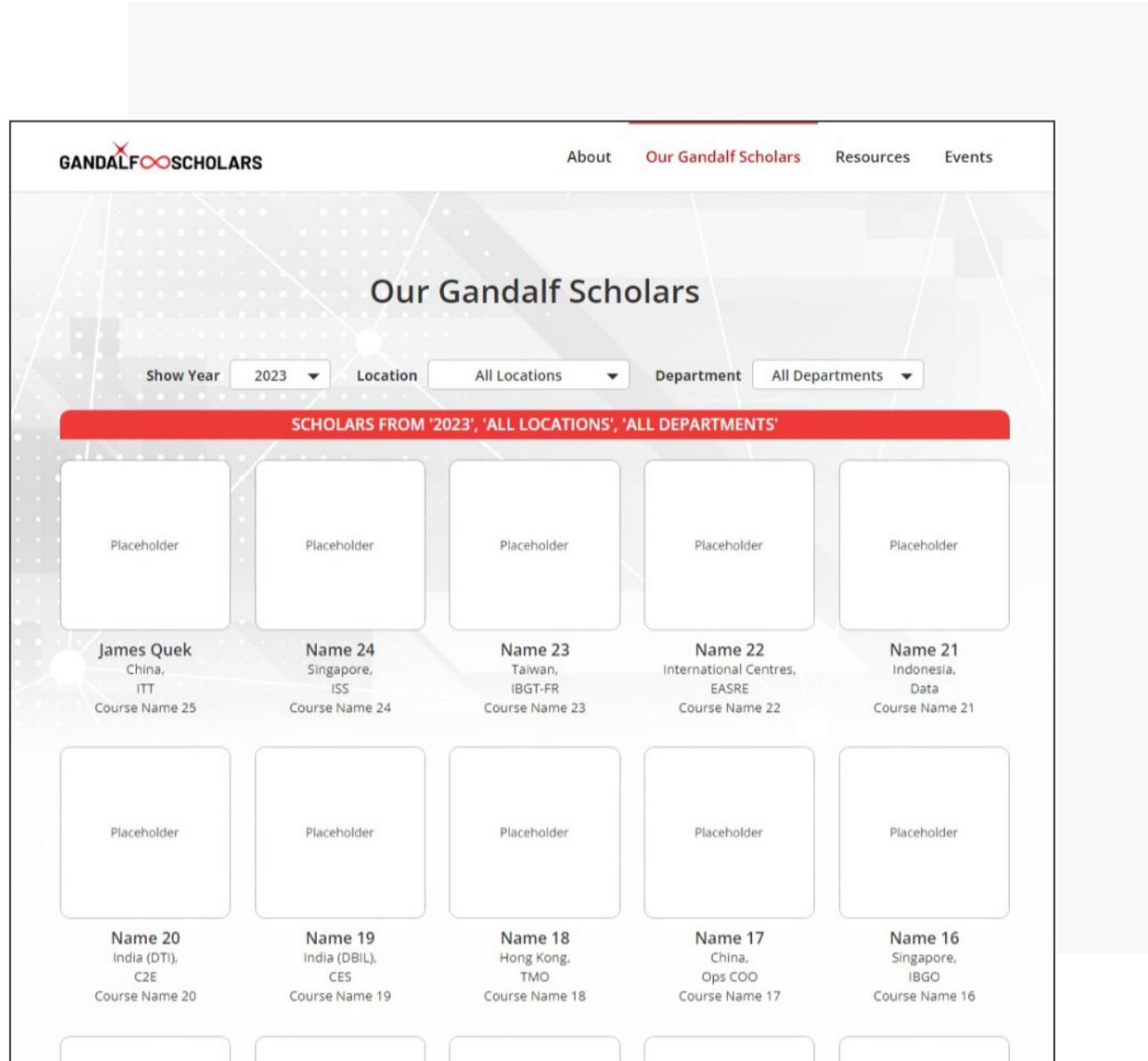
TASKS

- WIREFRAMING
- DESIGN ELEMENTS
- DEVELOP INTERACTIVE WEB PAGES
- FILL CONTENT WITH CMS

PAGES

[HOME](#)
[ABOUT](#)
[OUR GANDALF SCHOLARS](#)
[RESOURCES](#)
[EVENTS](#)

CLICK ON THE IMAGES FOR A LARGER VIEW



RECENT WORKS

[WEB DESIGN AND DEVELOPMENT]
THOUGHT LEADERSHIP SERIES

DBS INSTITUTIONAL BANKING

HOME ABOUT IBG RESOURCES INSIGHTS LATEST NEWS EVENTS IBG

CX THOUGHT LEADERSHIP SERIES

Using Customer Experience to drive differentiation and growth.

On 23 May 2022, as part of our Hackathon, participants of our Thought Leadership Series were treated to an enlightening online presentation of CX by Harish Agarwal, Head, Customer Experience Strategy at Qualtrics. The presentation was followed by a fireside chat with Akhil Bhan, IBG CX's Group Head and Q & A from the online audience.

Here are some key takeaways from the session.

What is IBG CX Thought Leadership Series?

YES!

Harish, who is very passionate about CX, peppered his presentation with compelling case studies and interesting personal anecdotes. He started the ball rolling by emphasising that companies - specially those in the Fintech industry - are making CX a high priority in the face of fierce competition. Whichever company gets CX right, will eventually be ahead of the game.

One of the most common questions being asked today is: "Can CX contribute to my business' growth?" The answer is a resounding "Yes". Data, combined with customer-first mindset give you a massive competitive advantage.

Harish went on to emphasise that CX is not a one-off but a continuous process. Focus on Human Empathy was his take on how to do CX well.

Three fundamental things to consider for effective CX

- How do you listen to your customers?
- How do you make sense of that data?
- Act on them!

What is IBG CX Thought Leadership Series?

Can CX contribute to my business' growth?

The CX framework

Another interesting point by Harish is that CX should be an integral part of company's culture. It's not just the responsibility of one department. If everyone in the organisation buys into CX, then will CX be successful for the company.

Therefore, CX would only work if they follow this framework:

Data

How do you bring data together. And consider different aspects of your customers' feedback.

IBG CX Framework

DATA

BUSINESS DRIVERS

CULTURE

DBS INSTITUTIONAL BANKING

What is IBG CX Thought Leadership Series?

Using Customer Experience to drive differentiation and growth.

On 23 May 2022, as part of our Hackathon, participants of our Thought Leadership Series were treated to an enlightening online presentation of CX by Harish Agarwal, Head, Customer Experience Strategy at Qualtrics. The presentation was followed by a fireside chat with Akhil Bhan, IBG CX's Group Head and Q & A from the online audience.

Here are some key takeaways from the session.

What is IBG CX Thought Leadership Series?

YES!

Harish, who is very passionate about CX, peppered his presentation with compelling case studies and interesting personal anecdotes. He started the ball rolling by emphasising that companies - specially those in the Fintech industry - are making CX a high priority in the face of fierce competition. Whichever company gets CX right, will eventually be ahead of the game.

One of the most common questions being asked today is: "Can CX contribute to my business' growth?" The answer is a resounding "Yes". Data, combined with customer-first mindset give you a massive competitive advantage.

Harish went on to emphasise that CX is not a one-off but a continuous process. Focus on Human Empathy was his take on how to do CX well.

Three fundamental things to consider for effective CX

- How do you listen to your customers?
- How do you make sense of that data?
- Act on them!

What is IBG CX Thought Leadership Series?

Can CX contribute to my business' growth?

The CX framework

Another interesting point by Harish is that CX should be an integral part of company's culture. It's not just the responsibility of one department. If everyone in the organisation buys into CX, then will CX be successful for the company.

Therefore, CX would only work if they follow this framework:

Data

How do you bring data together. And consider different aspects of your customers' feedback.

IBG CX Framework

DATA

BUSINESS DRIVERS

CULTURE

THOUGHT LEADERSHIP SERIES

ABOUT THE PROJECT

THE IBG CX THOUGHT LEADERSHIP SERIES (TLS) AIMS TO INSTIL A CUSTOMER FIRST CULTURE AND CUSTOMER EXPERIENCE BEST PRACTICES BY LEARNING FROM EXTERNAL CX EXPERTS AND INSPIRING THE IBG CX TRANSFORMATION JOURNEY.

OBJECTIVES

BUILD A MICRO SITE:

- DOCUMENT TAKEAWAYS FROM TLS
- OFFER A LIBRARY OF RESOURCE FOR ALL STAFFS

TASKS

- WIREFRAMING
- DESIGN ELEMENTS
- DEVELOP RESPONSIVE AND INTERACTIVE WEB PAGE

SINGLE PAGE

DESKTOP / MOBILE

CLICK ON THE IMAGES FOR A LARGER VIEW

RECENT WORKS

[WEB DESIGN AND DEVELOPMENT]
DIGITAL DISRUPTION : ECOSYSTEM

The screenshot shows the desktop version of the website. At the top, there's a navigation bar with links: HOME, ABOUT IBG, RESOURCES, INSIGHTS, LATEST NEWS, EVENTS, and IBG TV. Below the navigation is a section titled "ECOSYSTEMS" with a sub-section "DIGITAL DISRUPTION". It features a large illustration of a globe with various icons (laptop, smartphone, money bag) connected by lines, symbolizing global connectivity and ecosystems. A text block explains the strategy: "Co-creating mutually beneficial solutions with our Partners and Customers in their ecosystem. Learn more about the Ecosystems strategy that will help us acquire customers, improve credit underwriting and better our product offerings." A red "FIND OUT MORE" button is present. Below this, there are two main sections: "RESOURCES AND TOOLS" and "Workshop Playback". The "RESOURCES AND TOOLS" section contains links to the "Ecosystems Pitchbook" and "HOW TO USE the IBG Ecosystems - Sustainable Supply Chain Finance Solutions pitchbook". The "Workshop Playback" section shows recordings for "Apparel, Footwear, Textile", "Food & Agribusiness", and "Logistics". At the bottom left, a sidebar provides information on what constitutes an ecosystem partnership and the roles DBS can play.

What is considered an Ecosystems partnership?

An Ecosystem Partner is an entity that forms a mutually beneficial relationship with DBS that is not one-sided¹ and should drive material growth in at least one of the ATE (Acquire, Transact, Engage) metrics and/or financial metrics, while embedding some digital elements into the customer journeys and meeting at least two of the three objectives below:

- 1 Acquire Customers**
 - Increasing touchpoints
 - Broader access to scale customer base
- 2 Credit Underwriting**
 - Obtaining non-traditional source of data for algorithmic lending model
- 3 Improve Product offering**
 - Creating a differentiated customer experience to drive 'sticky' relationships and increase engagement

¹ Example of a 'one-sided' relationship is DBS procuring a service from a vendor by paying a fee to the vendor.

What roles can DBS play?

The screenshot shows the mobile version of the website. The layout is similar to the desktop version but adapted for a smaller screen. It features the DBS logo and navigation bar at the top. The "ECOSYSTEMS" and "DIGITAL DISRUPTION" sections are present, along with the "RESOURCES AND TOOLS" and "Workshop Playback" sections. A red "FIND OUT MORE" button is located at the bottom of the main content area. Below this, there is a large callout for the "Ecosystems Pitchbook" with a prominent image of the pitchbook itself.

DIGITAL DISRUPTION : ECOSYSTEM

ABOUT THE PROJECT

IBG's ECOSYSTEMS STRATEGY CO-CREATES SOLUTIONS WITH PARTNERS. IT ENHANCES CUSTOMER ACQUISITION, CREDIT UNDERWRITING, AND PRODUCT OFFERINGS THROUGH DEEP ENGAGEMENT WITH SMES AND LARGE CORPORATES.

OBJECTIVES

BUILD A MICROSITE:

- PROMOTE AND EXPLAIN THE ECOSYSTEMS STRATEGY
- PROVIDE RESOURCES FOR USERS TO LEARN AND APPLY IN THEIR WORK

TASKS

- WIREFRAMING
- DESIGN ELEMENTS
- DEVELOP RESPONSIVE WEB PAGE

SINGLE PAGE

DESKTOP / MOBILE

CLICK ON THE IMAGES FOR A LARGER VIEW

RECENT WORKS

[WEB DESIGN AND DEVELOPMENT]
OPPR PUBLISHING CMS

SELF-PUBLISHING FOR PORTAL ADMIN (STORIES)

* This form is best viewed in Google Chrome browser.

Story Title: * Submission by: Kevin Wong

Function: * Location: *

Post date: * dd/mm/yyyy

Upload feature image: *
 Only jpg and png files allowed
 For best results, image: 350px (h) by 175px (w)
 Max. file size: 1MB

Upload file No file uploaded

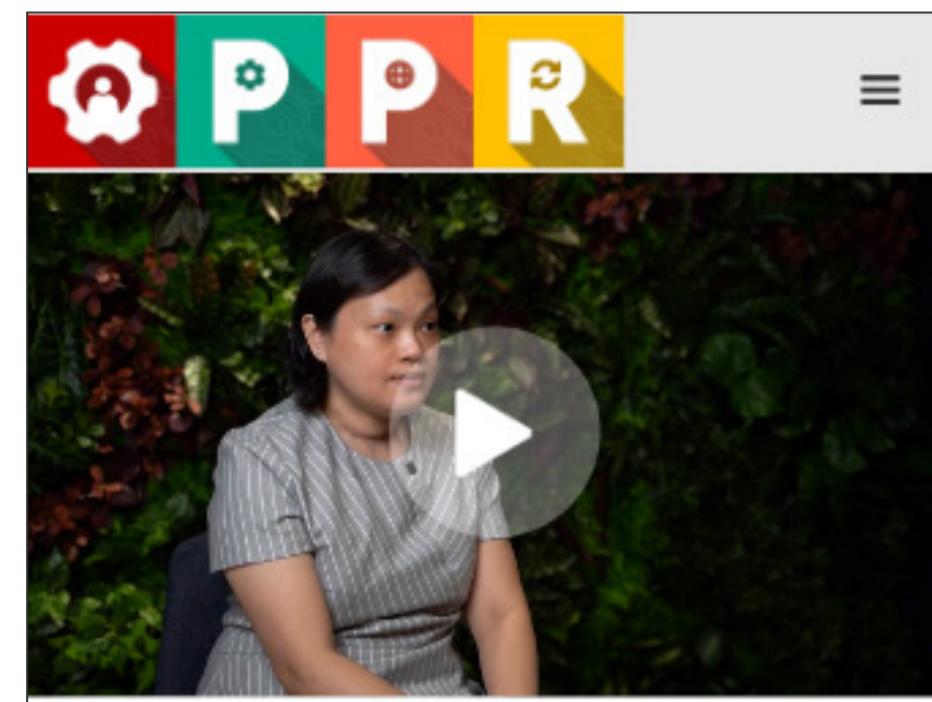
Feature video: Example: https://dbstube.dbs.com/embed/secure/iframe/entryId/0_4jInv64q/uConfId/23450366/st/0

Post Blurb: * 150 characters or less

Text Section: *
 To add text hyperlinks, please use full link including "https://www." prefix
 Insert the text section here

Upload Image: *
 Only jpg, jpeg and png files allowed
 File names should not consist of - (g#%&%) + ()!!:
 File size: 250px (h) by 175px (w)
 Max. file size: 1MB

Upload file No file uploaded



CBGO | Singapore SMS Threshold Alert Process

11 Jul 2023

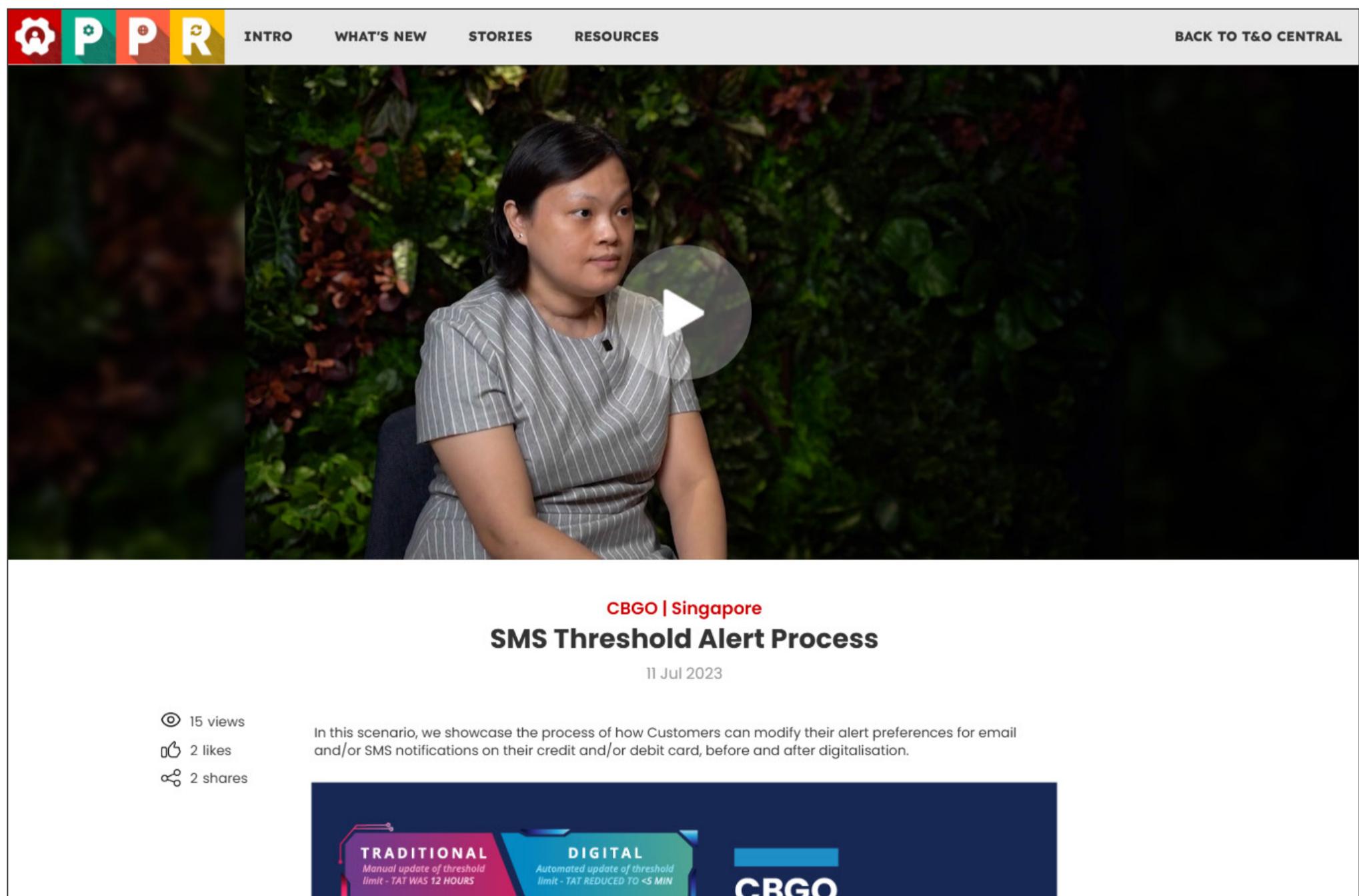
15 views 2 likes 2 shares

In this scenario, we showcase the process of how Customers can modify their alert preferences for email and/or SMS notifications on their credit and/or debit card, before and after digitalisation.



Ut molestie arcu ac felis ornare egestas. Sed tempus dui in ex cursus tincidunt porta lobortis purus. Quisque diam dolor, molestie ac dolor id, aliquet egestas neque. Nam porttitor tellus vitae hendrerit sodales. Integer ut nisl id diam lobortis malesuada. Proin orci mauris, accumsan eu eleifend vitae, ullamcorper vitae metus.

Sed eleifend risus a malesuada molestie. Suspendisse auctor odio vitae arcu lobortis, ac hendrerit lectus eleifend. Nam felis nisi, varius sed tempor ut, imperdiet eu eros. Nulla vehicula orci odio, sed dignissim orci placerat vitae. Mauris vel odio eu lorem pulvinar vestibulum. Sed faucibus lacus



OPPR PUBLISHING CMS

ABOUT THE PROJECT

OPPR IS A MAJOR DIGITALISATION PROGRAM IN DBS, BY GROUP OPERATIONS. IT STANDS FOR: OPERATIONS, PROCESS, PLATFORM, RE-ENGINEERING.

OBJECTIVES

BUILD A SELF-PUBLISHING FORM PAGE FOR ADMINS:

- AUTO-CREATE STORIES BY FILLING UP FORM
- CONTROL CONTENT AND ORDER OF MEDIA INPUTS

TASKS

- DESIGN FORMS AND STORIES LAYOUT TEMPLATE
- DEVELOP FORMS AND PAGES
- BUILD RESPONSIVE PAGE
- CREATE DYNAMIC TEXT, IMAGE AND VIDEO INPUTS
- FILL CONTENT WITH CMS AUTOMATICALLY

2X SINGLE PAGE

DESKTOP / MOBILE

CLICK ON THE IMAGES FOR A LARGER VIEW

A: Smiles Driver Rewards

The Smiles Driver Rewards website features a rewards guide section where users can browse various gift categories such as Dining, Household, Shopping, On the Go, Kids, Automobile, and Community. Each category displays a selection of items with their descriptions, codes, and point requirements. A prominent 'Items added' button allows users to keep track of selected items.

B: EXONMOBIL ASIA PACIFIC

This desktop version of the ExxonMobil redemption page follows a similar layout to the Smiles site, featuring a grid of gift options. It includes a 'Browse by category' dropdown and a 'New added' section. The page also features a 'Redemption Page' header and a 'Tasty treats to make you smile' section.

- WEB DESIGN, EDM, SELF-MAILER**
- A: EXONMOBIL REDEMPTION PAGE FOR DESKTOP**
 - LAYOUT DESIGN
 - B: EXONMOBIL REDEMPTION PAGE FOR MOBILE**
 - LAYOUT DESIGN
 - C: NESPRESSO CNY LANDING PAGE FOR DESKTOP**
 - LAYOUT DESIGN
 - D: NESPRESSO EDM CNY**
 - LAYOUT DESIGN
 - E: POSB RETIREMENT PLANNING AUTOPILOT SAVINGS CAMPAIGN LANDING QUIZ PAGE**
 - LAYOUT DESIGN
 - DIGITAL IMAGING OF CHARACTERS
 - ANIMATE CHARACTERS
 - F: HEWLETT PACKARD HP NEXT GEN SELF-MAILER**
 - LAYOUT DESIGN

C: NESPRESSO

The Nespresso Chinese New Year landing page is designed with a festive red theme. It highlights the 'Limited Edition 6-Blends Assortment Pack' and offers a 'Discover Nespresso gifting ideas' section. Below this, there's a 'Discover how easy it is to be the perfect host this Chinese New Year' section with a video thumbnail. The page also features a 'CHINESE NEW YEAR RECIPES' section with various coffee-infused dishes and a 'Discover Nespresso coffee machines for the best coffee experience' section.

D: NESPRESSO.Club

The Nespresso Club Chinese New Year landing page follows a similar structure to the main Nespresso site. It features large, ornate lanterns in the background and highlights the 'Grand Cru 6-blends Assortment Pack'. It also includes sections for 'CHINESE NEW YEAR COFFEE RECIPES' and 'DISCOVER THE FULL RANGE OF YOUR NESPRESSO DEVICES'. The page ends with a detailed event schedule table.

E: POSB

This self-mailer for POSB features a bear character and a poll asking if the user is a 'caring bear, an impulsive magpie or a sleepy panda?'. It also includes sections for 'What do you think of doing?' and 'Your friend calls about an opportunity to make an extra \$300.' The page uses a light blue and white color scheme.

F: Event Schedule

The event schedule for the HP roundtable meeting is presented in a table format. The columns include 'Event Name, conference room number and address (TBC)', 'Where: TBC', 'When: TBC', and a detailed description of the event's purpose and attendees. The page concludes with a photo of three people in a modern office environment and a quote from HP.

A

Rewards in Bloom

Celebration in Spring

Charge to your Maybank Credit Card to enjoy delightful festive offers

CHARGE TO YOUR MAYBANK CREDIT CARD AND REDEEM

- Beach Chang Ming BBQ Glod Pack / Chicken (Golden) and Golden Pine Nut / Crispy Chicken Nut (4kg) Set
- Ungku 5-Piece Abalone Gift Set
- The Rio Gothic, Melonica Sapporo Greenhouse Seafood Dinner Buffet for 2
- 5 Nights Stay at Studio M Hotel's Studio Loft

ENJOY AUSPICIOUS PRIVILEGES WITH MAYBANK CARDS

- DRINK
- ARTS
- BEAUTY AND WELLNESS
- TRAVEL

STAND A CHANCE TO CATCH MANCHESTER UNITED LIVE!

From 9 January to 31 March 2015, the top 3 Cardholders will win a trip for 2 to catch Manchester United in Anfield, UK.

*T&C apply

Be richly rewarded this Lunar New Year with Maybank Cards

FIND OUT MORE

Terms and Conditions apply.

B

1,000,000kg™ Challenge **Season 2**

1,000,000kg™ Challenge 2
More ways to play, more prizes to be won!

GRAND DRAW

CLEAR LEVELS 1 TO 3
AS INDIVIDUAL OR GROUP

AND STAND A CHANCE TO WIN PRIZES WORTH MORE THAN \$600,000!

GRAND DRAW

Replay

1,000,000kg™ Challenge 2
Start your rewarding weight loss journey today.

Click here ▶

ANIMATED AND STATIC BANNERS

A: MAYBANK CNY CREDIT CARDS PROMOTION FLASH BANNER

- LAYOUT DESIGN
- STORYBOARD
- ANIMATE BANNER

B: HEALTH PROMOTION BOARD'S 1,000,000KG CHALLENGE GIF BANNER

- LAYOUT DESIGN
- STORYBOARD
- ANIMATE BANNER

C: UNISIM FLASH BANNER

- LAYOUT DESIGN
- STORYBOARD
- ANIMATE BANNER

D: UNISIM FACULTIES STATIC MOBILE BANNERS

- LAYOUT DESIGN

E: PERFECT ITALIANO STATIC BANNERS

- LAYOUT DESIGN

F: NATIONAL ENVIRONMENT AGENCY DENGUE CAMPAIGN STATIC BANNERS

- LAYOUT DESIGN

C

Choose from over 50 programmes, taught by 800 academics and industry professionals.

Apply tomorrow what you learn today

UniSIM empowers you to manage your future.

D

How does UniSIM empower you to manage your future?

By offering you the flexibility to learn anytime, anywhere and at your own pace.

1 GOAL TO RAISE YOUR CAREER PROSPECTS

UniSIM empowers you to manage your future better.

Fulfil your personal and career goals with UniSIM.

1 GOAL TO RAISE YOUR CAREER PROSPECTS

E

FOOD FIXES IN 15 SECONDS.

Celebrate the holiday season with our simple yet delicious recipes.

Discover our Christmas Menu

FOOD FIXES IN 15 SECONDS.

Celebrate the holiday season with our simple yet delicious recipes.

Discover our Christmas Menu

Perfect Italiano Mozzarella Grated 250g

Whip up your favourite cheesy recipes for less.

Simply download and print out our voucher to get \$1 off Perfect Italiano Mozzarella Grated 250g.

Get your voucher

\$1 OFF

Whip up your favourite cheesy recipes for less.

Simply download and print out our voucher to get \$1 off Perfect Italiano Mozzarella Grated 250g.

Get your voucher

F

Prevent mosquito breeding before you travel.

Learn how ▶

Prevent mosquito breeding before you travel.

Learn how ▶

Prevent mosquito breeding before you travel.

Learn how ▶

Prevent mosquito breeding before you travel.

Learn how ▶



+886 BISTRO
AND PORTRAIT
ILLUSTRATIONS

ABOVE:
+886 BISTRO DIGITAL
AND PRINT GRAPHICS
• FLYER, LOYALTY CARD
MASCOT, INSTAGRAM
ADVERT LAYOUT DESIGN

BETWEEN:
TRADITIONAL PENCIL
PORTRAIT ILLUSTRATIONS
• GRAPHITE PENCILS
ON 150GSM A4 PAPER

