

P O R T F O L I O

JAMES QUEK ZHENG YI

# RECENT WORKS

## PAST

CURRENT

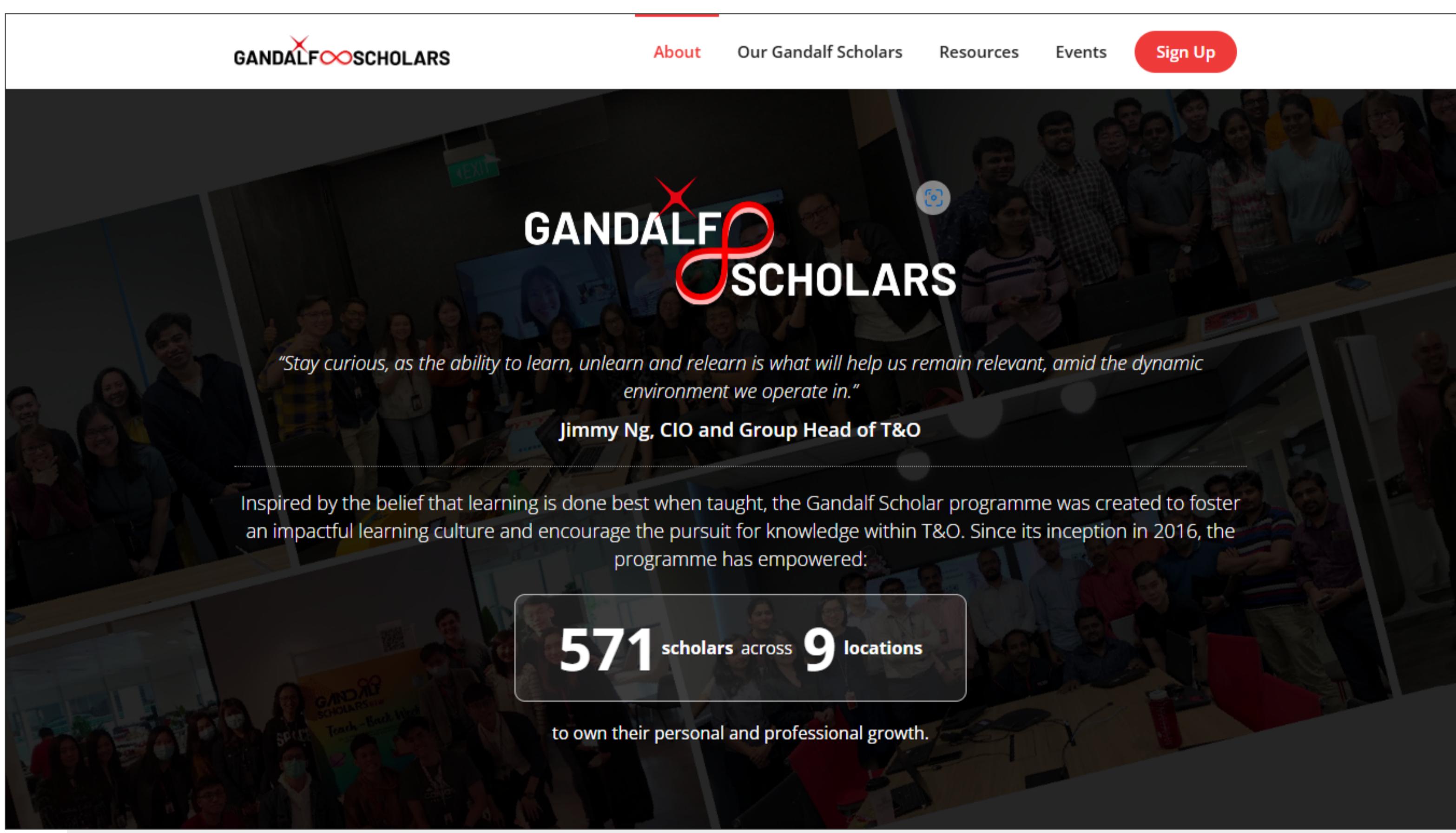
[WEB DESIGN AND DEVELOPMENT]

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

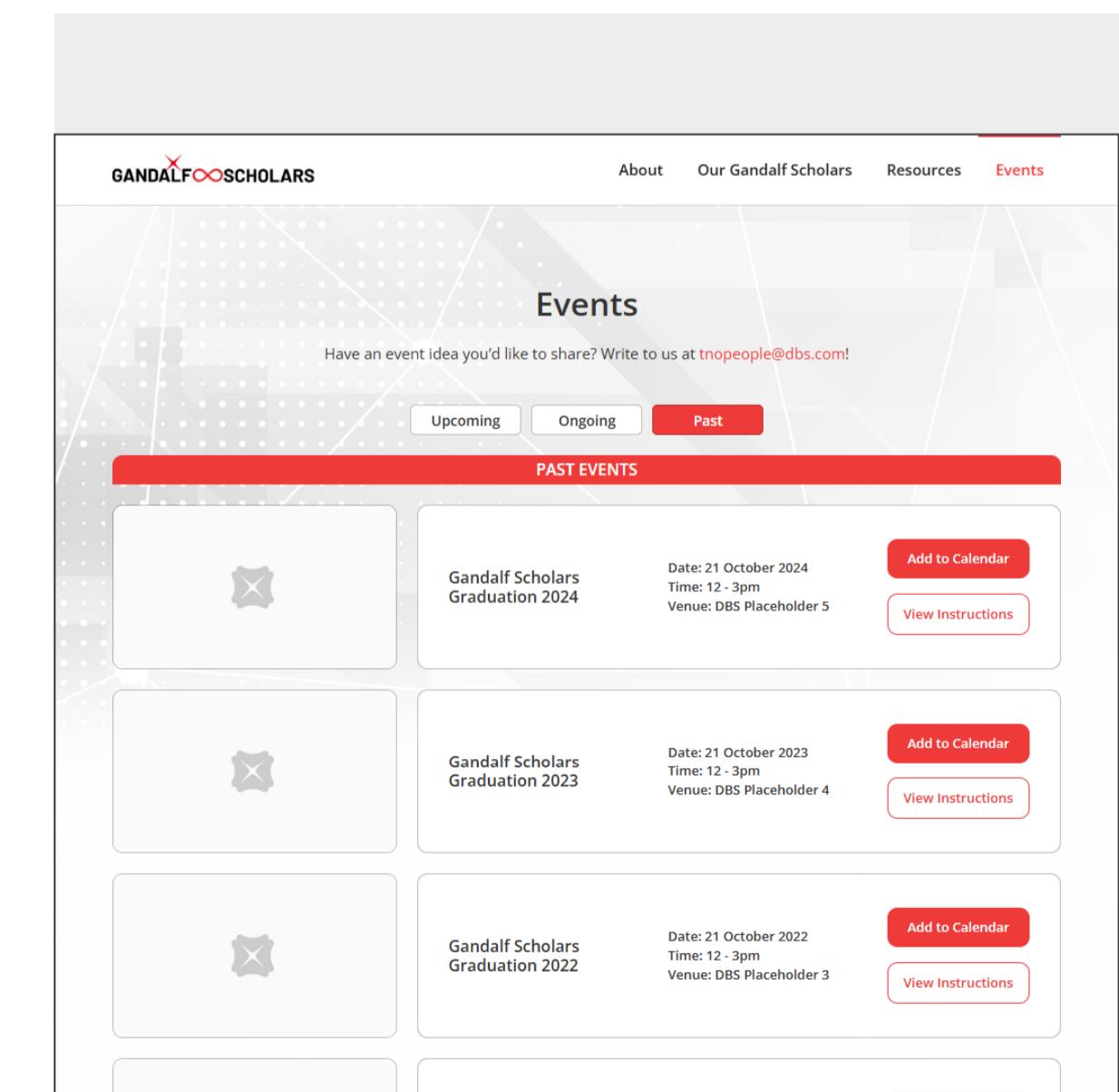
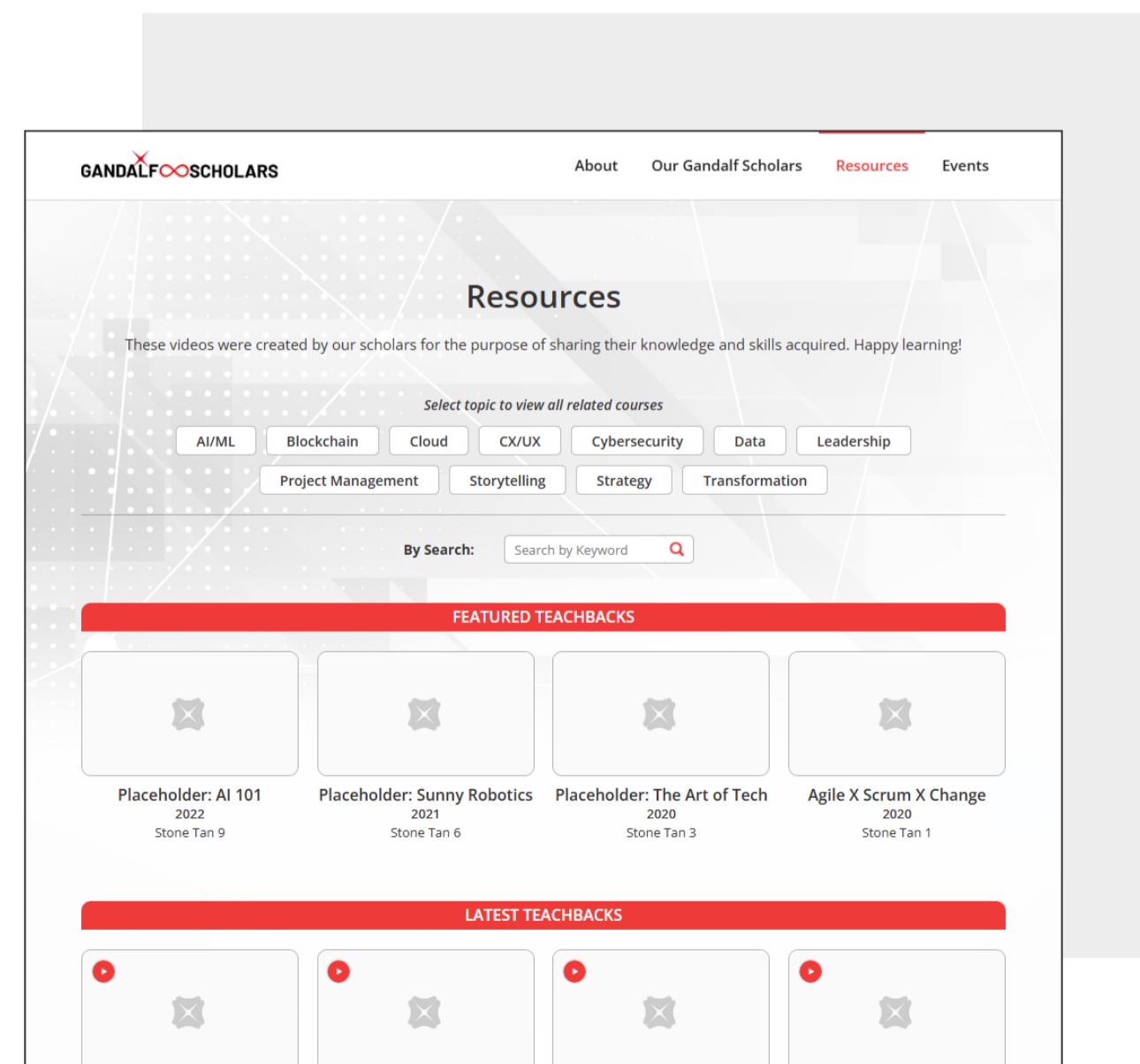
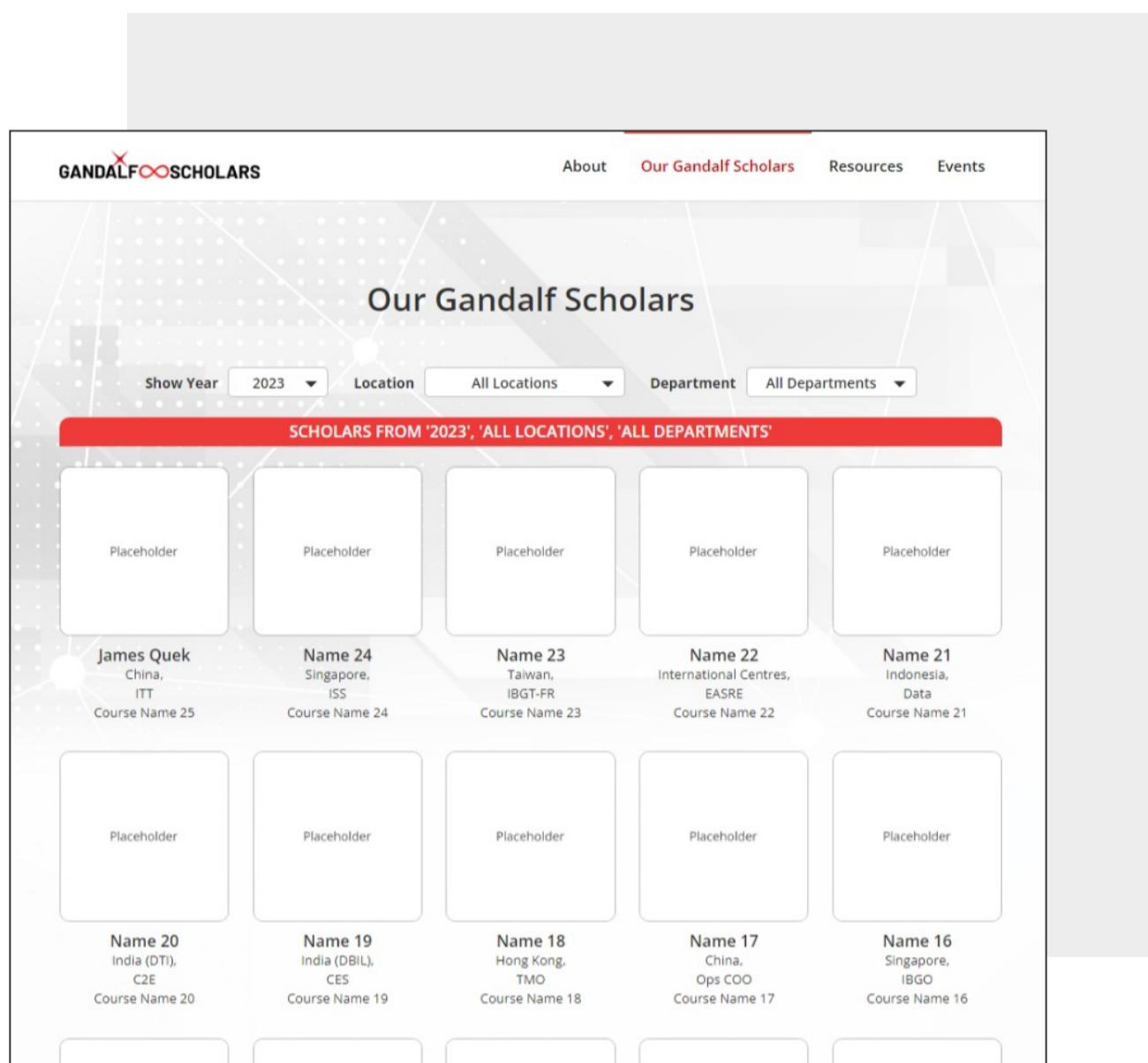
### TASKS

- 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

The screenshot shows a web page titled "CX THOUGHT LEADERSHIP SERIES" featuring a dark blue header with the DBS logo and navigation links for HOME, ABOUT IBG, RESOURCES, INSIGHTS, LATEST NEWS, EVENTS, and IBG ID. A sidebar on the left displays social media icons with counts of 0, 0, and 0 respectively. The main content area features a cartoon character running up a hill, with the Qualtrics logo in the top right corner. A callout box asks "What is IBG CX Thought Leadership Series?". Below it, a section titled "Using Customer Experience to drive differentiation and growth." discusses a presentation by Harish Agarwal. It includes a quote from him and a summary of key takeaways. A large section titled "Three fundamental things to consider for effective CX" lists three steps: 1. How do you listen to your customers?, 2. How do you make sense of that data?, and 3. Act on them!. Each step has a detailed description and a small icon. At the bottom, there's a diagram titled "The CX framework" showing a circular model with segments for DATA, BUSINESS DRIVERS, and CULTURE, connected to a central "IBG CX Framework" hub. A callout box at the bottom left discusses the importance of CX being an integral part of company culture.

The screenshot shows the same website content as the desktop version, but it is optimized for a smaller screen. The layout is more compact, and the sidebar with social media icons is no longer visible. The main content area, including the character illustration, the "CX THOUGHT LEADERSHIP SERIES" title, the presentation summary, the "Three fundamental things to consider for effective CX" section, and the "The CX framework" diagram, are all present and readable on the mobile device.

## 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 "DIGITAL DISRUPTION" with a sub-section "ECOSYSTEMS". It features a large illustration of a globe with various icons (laptop, smartphone, credit card) connected by lines, symbolizing a global ecosystem. 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 is a section titled "RESOURCES AND TOOLS" containing two cards: "Ecosystems Pitchbook" and "HOW TO USE the IBG Ecosystems - Sustainable Supply Chain Finance Solutions pitchbook". To the right is a "Workshop Playback" section with three categories: Apparel, Footwear, Textile; Food & Agribusiness; and Logistics, each with a "Session Recording > Presentation Deck >" link and a "View more" button. At the bottom left, a sidebar titled "What is considered an Ecosystems partnership?" provides a definition and three objectives: 1. Acquire Customers (Increasing touchpoints, Broader access to scale customer base), 2. Credit Underwriting (Obtaining non-traditional source of data for algorithmic lending model), and 3. Improve Product offering (Creating a differentiated customer experience to drive 'sticky' relationships and increase engagement). A note at the bottom states: "1 Example of a 'one-sided' relationship is DBS procuring a service from a vendor by paying a fee to the vendor." At the very bottom, a sidebar titled "What roles can DBS play?" is shown.

The screenshot shows the mobile version of the website. The header includes the DBS logo and a menu icon. The main content area is identical to the desktop version, featuring the "DIGITAL DISRUPTION" and "ECOSYSTEMS" sections with their respective illustrations and text. The "RESOURCES AND TOOLS" and "Workshop Playback" sections are also present. A prominent red "FIND OUT MORE" button is located below the "Workshop Playback" section. At the bottom, there's a large blue callout box titled "RESOURCES AND TOOLS" containing an image of the "Ecosystems Pitchbook" and a red "View more" button.

## 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

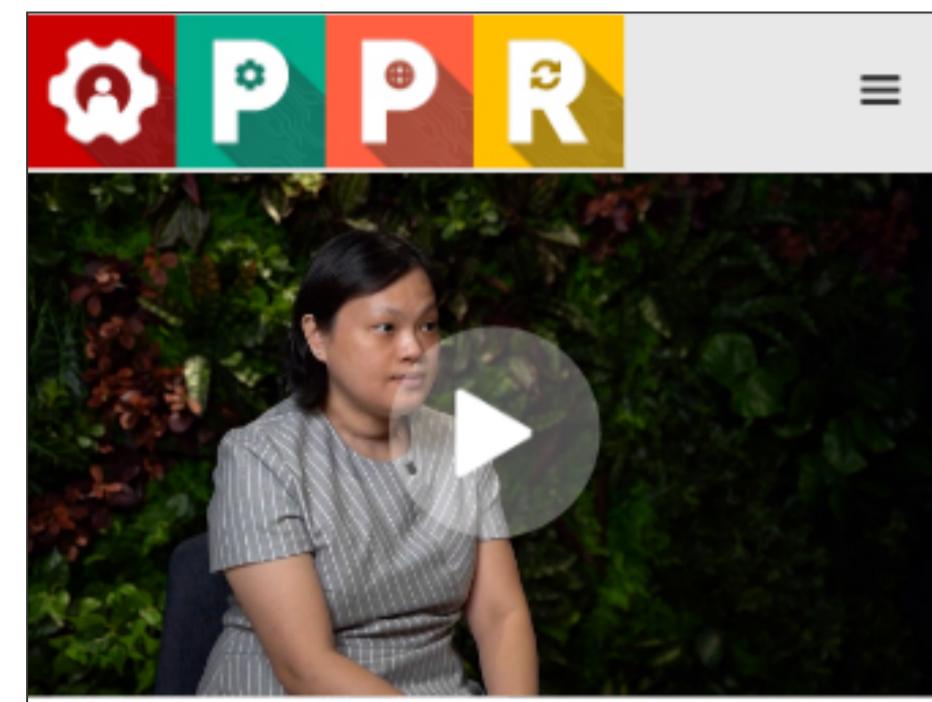
DESKTOP / MOBILE

CLICK ON THE IMAGES  
FOR A LARGER VIEW

# RECENT WORKS

[WEB DESIGN AND DEVELOPMENT]  
OPPR PUBLISHING CMS

The screenshot shows a web form titled "SELF-PUBLISHING FOR PORTAL ADMIN (STORIES)". It includes fields for Story Title, Function, Post date, Feature image, Feature video, and Post Blurb. There is also a rich text editor for the text section and an image upload field.



## CBGO | Singapore SMS Threshold Alert Process

11 Jul 2023

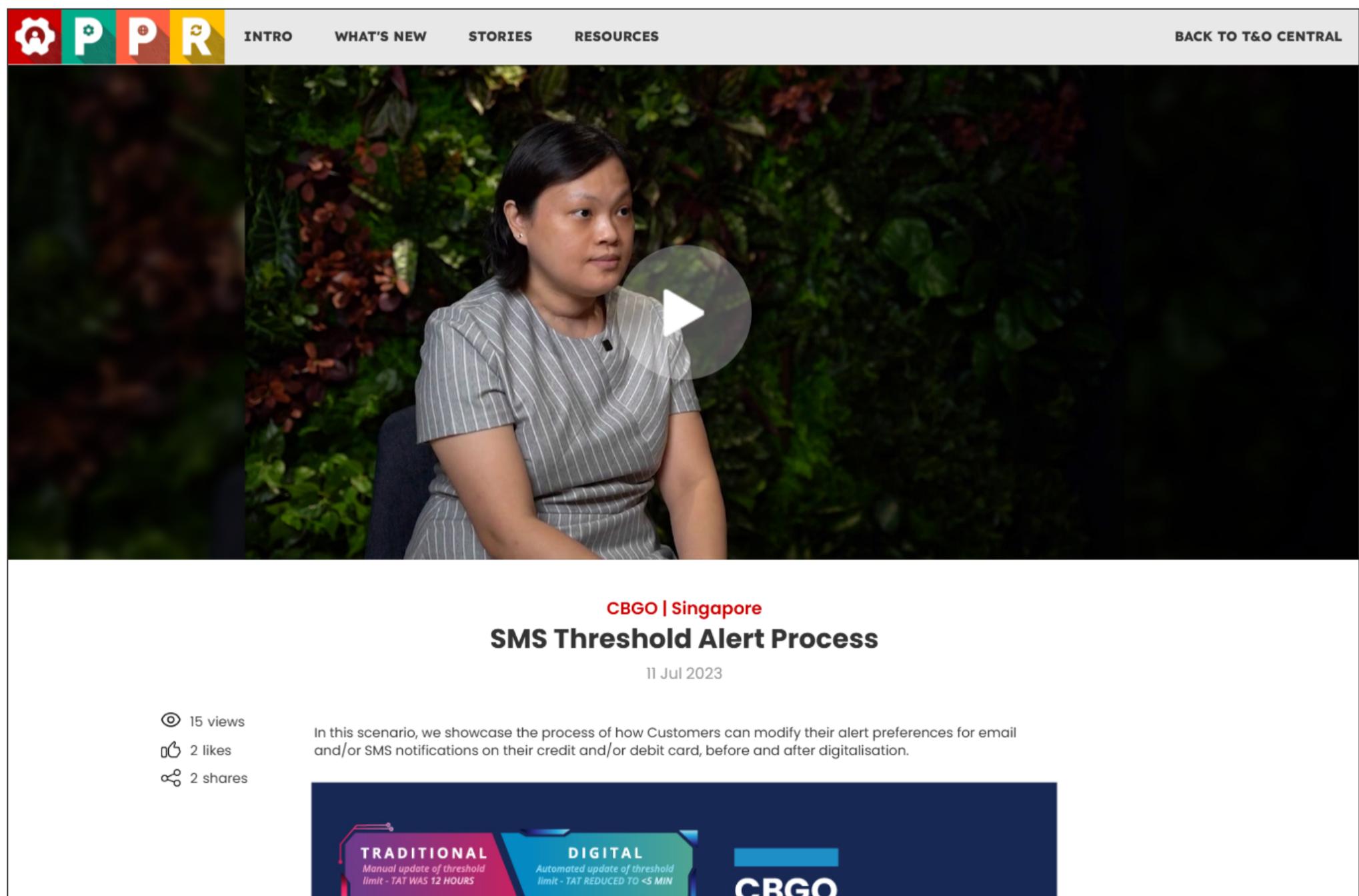
15 views 2 likes 2 shares

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

Home About Smiles Smiles Rewards Promotions Station Listing

Home > Rewards Guide  
**Redemption Page**  
From shopping and dining vouchers, free fuel, to toys to keep the child (in you) happy - there's always a perfect and well-deserved treat here for you to take home. What's more, your Smiles Points will never expire as long as you use your Smiles Card at least once every 12 months to make a purchase. Fill up on both fuel and rewards today!

Dining Household Shopping On the Go Kids Automobile Community

Tasty treats to make you smile

\$10 Andersen's of Denmark Ice Cream Voucher  
Code: DAD01  
400 Smiles Points Add to Cart

\$30 Kueh Bo Voucher  
Code: DKB07  
1050 Smiles Points Add to Cart

Mobil 1 SW50 (4L)  
Code: AMB18  
2050 Smiles Points Add to Cart

Mobil 1 OW40 (4L) & \$30 Service Voucher  
Code: AMV19  
3000 Smiles Points Add to Cart

\$50 Levi's Voucher  
Code: LV28  
1650 Smiles Points Add to Cart

Fitbit Fitness Tracker FB301 (Colours are subject to availability)  
Code: GFT48  
2600 Smiles Points Add to Cart

Contact us Personal Data Protection Statement General Notification On Personal Data Accessibility

Submit

Home About Smiles Smiles Card Terms & Conditions Smiles Tax Card Terms & Conditions Personal Data Protection Statement General Notification On Personal Data Accessibility Smiles Points Rewards Guide Contact Us Promotions Station Listing

Accessibility Privacy policy Terms and conditions Security alert © Copyright 2013-2014 ExxonMobil Corporation. All rights reserved.

**B**

**EXONMOBIL ASIA PACIFIC**  
smiles.com.sg Google

Home > Redemption Page  
**Redemption Page**  
From shopping and dining vouchers, free fuel, to toys to keep the child (in you) happy - there's always a perfect and well deserved treat here for you to take home. What's more, your Smiles Points will never expire as long as you use your Smiles Card at least once every 12 months to make a purchase. Fill up on both fuel and rewards today!

Browse by category New added (0)

Tasty treats to make you smile

\$10 Andersen's of Denmark Ice Cream Voucher  
Code: DAD01  
400 Smiles Points Add to Cart

\$30 Kueh Bo Voucher  
Code: DKB07  
1050 Smiles Points Add to Cart

Mobil 1 SW50 (4L)  
Code: AMB18  
2050 Smiles Points Add to Cart

Submit

Home About Smiles Smiles Card Terms & Conditions Smiles Tax Card Terms & Conditions Personal Data Protection Statement General Notification On Personal Data Accessibility Smiles Points Rewards Guide Contact Us Promotions Station Listing

- 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**  
BRINGING YOU TOGETHER FOR A DAZZLING NEW YEAR

Limited Edition 6-Blends festive Pack  
Specially created for Chinese New Year, this limited edition pack features a festive selection of Nespresso Grand Cru and a comprehensive set of festive cards for your greeting season.

Discover what it is to be the perfect host this Chinese New Year

CHINESE NEW YEAR RECIPES

Discover the best coffee recipes for the festive occasion prepared by our experts in their Chinese New Year menu.

Grand Cru Selections | Nespresso Latté Macchiato | Nespresso Cappuccino | Nespresso Americano | Nespresso Latte | Nespresso Chocolat | Nespresso Chocolat Chaud | Nespresso Chocolat Chaud Chocolat

Grand Cru Latté Macchiato

Discover the best coffee recipes for the festive occasion prepared by our experts in their Chinese New Year menu.

Grand Cru Selections | Nespresso Latté Macchiato | Nespresso Cappuccino | Nespresso Americano | Nespresso Latte | Nespresso Chocolat | Nespresso Chocolat Chaud | Nespresso Chocolat Chaud Chocolat

**D**

Wish! Nespresso Bringing You Together For A Dazzling New Year

**NESPRESSO.Club**

BRINGING YOU TOGETHER FOR A DAZZLING NEW YEAR

Treat your loved ones to a Nespresso Grand Cru with our specially curated 6-blends assortment pack, inspired by gourmet recipes created by Asian Michelin-starred chef, Alvin Leung.

CHINESE NEW YEAR COFFEE RECIPES

Receive a complimentary set of recipe cards with your purchase of the 6-blend assortment pack\*, all for your hosting pleasure.

DISCOVER THE FULL RANGE OF YOUR NESPRESSO-DEVICES

Order Delivery Customer Care Recycling

The delivery assistance levels include 1 day's work of delivery, same-day delivery, express delivery and express delivery. Please place your order by 1pm, Monday-Friday or before 10am on Saturday for delivery the next day. Please note that delivery is not available on public holidays.

You have been sent the email as part of your Nespresso Club membership. If you do not wish to receive any further information, click here. Please click to edit a question to your Nespresso Club, use the contact form available on our website www.nespresso.com.

**E**

**POSB**

Neighbour first, then second

Are you a caring bear, an impulsive magpie or a sleepy panda?

Your current money mindset can affect how your future turns out. Are you set for a healthy, healthy and happy retirement?

Discover now.

You're with your friend when you spot \$50 on the floor.

What do you think of doing?

- Spend it immediately on a treat to share with your friend
- Leave it there - it'll find its way to its rightful owner
- Tell your friend and decide what to do together

Your friend calls about an opportunity to make an extra \$300.

What's the first thing that comes to mind?

- Take it on - mid-season sale is around the corner
- Do it - it helps with tuition fees
- Ask exactly how much effort it takes - you can't be bothered if it's too much trouble

**F**

Event schedule

9.00am-9.15am	Witacom address pre-Teardown	11.00am-12.00pm	Spacetime Set-up for Pre-teardown	12.00pm-1.00pm	Spacetime Set-up for Pre-teardown	1.00pm-1.10am	ExpoSite Set-up for Pre-teardown	2.00pm-3.00pm	Drive Previews	2.00pm-3.00pm	Witacom Set-up for Pre-teardown	2.00pm-3.00pm	GSA and Close
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Where: Hotel name, conference room number and address (TBC)

When: TBC

A day of insightful discussion awaits attendees at the HP roundtable for FSI executives. From exploring platform to start transforming your customers' banking experience. The event is an excellent platform to network and learn from peers from the industry.

**Empowering the Next Generation of Banking.**

Transformational growth for exceptional times.

Expert insights and ideas to get ahead in the future of Telco.

**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

CHARGE TO YOUR MAYBANK CREDIT CARD AND REDEEM

ENJOY AUSPICIOUS PRIVILEGES WITH MAYBANK CARDS

STAND A CHANCE TO CATCH MANCHESTER UNITED LIVE!

Be richly rewarded this Lunar New Year with Maybank Cards

FIND OUT MORE

**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

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.

More than 50 quality programmes, over 800 teaching professionals.

1 GOAL TO RAISE YOUR CAREER PROSPECTS

UniSIM empowers you to manage your future better.

Fulfil your personal and career goals with UniSIM.

Unlock your potential with UniSIM's quality programmes, taught by industry practitioners.

1 GOAL TO RAISE YOUR CAREER PROSPECTS

**E**

FOOD FIXES IN 15 SECONDS.

Discover our Christmas Menu

FOOD FIXES IN 15 SECONDS.

Discover our Christmas Menu

Whip up your favourite cheesy recipes for less.

Get your voucher

\$1 OFF

Whip up your favourite cheesy recipes for less.

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

