

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

About Our Gandalf Scholars Resources Events Sign Up

"Stay curious, as the ability to learn, unlearn and relearn is what will help us remain relevant, amid the dynamic environment we operate in."

Jimmy Ng, CIO and Group Head of T&O

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. Since its inception in 2016, the programme has empowered:

571 scholars across 9 locations

to own their personal and professional growth.

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

GANDALF SCHOLARS

About Our Gandalf Scholars Resources Events

Our Gandalf Scholars

Show Year 2023 Location All Locations Department All Departments

SCHOLARS FROM 2023, ALL LOCATIONS, ALL DEPARTMENTS

Placeholder	Placeholder	Placeholder	Placeholder	Placeholder
James Quek Course Name 25	Name 24 Course Name 24	Name 23 Course Name 23	Name 22 Course Name 22	Name 21 Course Name 21
Placeholder	Placeholder	Placeholder	Placeholder	Placeholder
Name 20 Course Name 20	Name 19 Course Name 19	Name 18 Course Name 18	Name 17 Course Name 17	Name 16 Course Name 16

GANDALF SCHOLARS

About Our Gandalf Scholars Resources Events

Resources

These videos were created by our scholars for the purpose of sharing their knowledge and skills acquired. Happy learning!

Select topic to view all related courses

AI/ML Blockchain Cloud CXUX Cybersecurity Data Leadership Project Management Storytelling Strategy Transformation

By Search: Search by Keyword

FEATURED TEACHBACKS

Placeholder AI 101 2024 Stone Tan 9	Placeholder Sunny Robotics 2024 Stone Tan 6	Placeholder The Art of Tech 2020 Stone Tan 3	Placeholder Agile X Scrum X Change 2020 Stone Tan 1
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LATEST TEACHBACKS

Placeholder	Placeholder	Placeholder	Placeholder
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GANDALF SCHOLARS

About Our Gandalf Scholars Resources Events

Events

Have an event idea you'd like to share? Write to us at topleople@db.com!

Upcoming Ongoing Past

PAST EVENTS

Gandalf Scholars Graduation 2024	Date: 21 October 2024 Time: 12 - 3pm Venue: DBS Placeholder 5
Gandalf Scholars Graduation 2023	Date: 21 October 2023 Time: 12 - 3pm Venue: DBS Placeholder 4
Gandalf Scholars Graduation 2022	Date: 21 October 2022 Time: 12 - 3pm Venue: DBS Placeholder 3

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

CX THOUGHT LEADERSHIP SERIES

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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 ECOSYSTEMS" with a sub-section "ECOSYSTEMS". 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 "FIND OUT MORE" button is present. Below this is a "Resources and Tools" section with 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 asks "What is considered an Ecosystems partnership?" and lists three objectives: 1. Acquire Customers (Increasing touchpoints, Broadening 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 asks "What roles can DBS play?".

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 ECOSYSTEMS" section with its globe illustration and text. The "Resources and Tools" and "Workshop Playback" sections are also present. A prominent red "FIND OUT MORE" button is centered below the playback section. At the bottom, a large blue callout box highlights the "Ecosystems Pitchbook" resource, showing a thumbnail of the 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

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 -@#%&@!+!@!
 For best results, image: 250px (h) by 175px (w)
 Max. file size: 1MB

Upload file No file uploaded

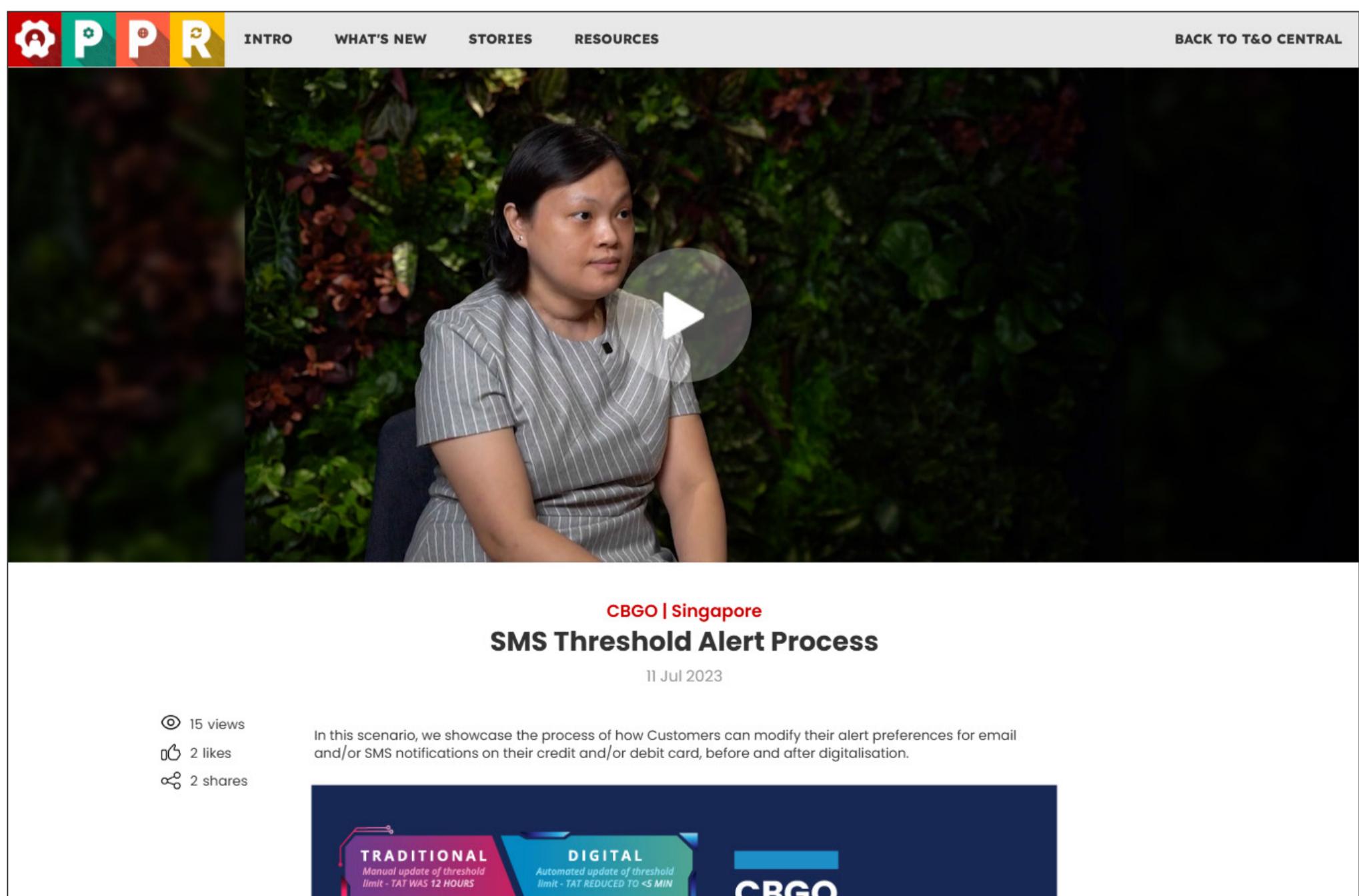


CBGO | Singapore SMS Threshold Alert Process

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.



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 website features a top navigation bar with links to Home, About Smiles, Smiles Rewards, Promotions, and Station Listing. Below the navigation is a large image of two children laughing. The main content area is titled "Redemption Page" and includes a sub-section "Tasty treats to make you smile" with items like \$10 Andersen's of Denmark Ice Cream Voucher, \$30 Kuishin Bo Voucher, Mobil 1 5W50 (4L) Voucher, and \$50 Levi's Voucher. A "Submit" button is at the bottom.

B: EXXONMOBIL ASIA PACIFIC

The desktop version of the ExxonMobil website has a top navigation bar with links to Home, Redemption Page, and other sections. The "Redemption Page" shows a grid of items including a Denmark Ice Cream Voucher, a Kuishin Bo Voucher, a Mobil 1 5W50 (4L) Voucher, and a Levi's Voucher. Each item has a "Add to Cart" button. A "Submit" button is at the bottom.

WEB DESIGN, EDM, SELF-MAILER

A: EXXONMOBIL REDEMPTION PAGE FOR DESKTOP
• LAYOUT DESIGN

B: EXXONMOBIL 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 website has a red background with a traditional Chinese pattern. It features a "Limited Edition 6-Sleeve Festive Pack" with a video link. Below it are "Offer a gift to your beloved ones, discover Nespresso gifting ideas..." and "Discover how easy it is to be the perfect host this Chinese New Year" with a video. A "CHINESE NEW YEAR RECIPES" section follows, with a "Variations Late Macchiatto" recipe. The page ends with a "Discover the full range of your Nespresso services" section.

D: NESPRESSO.Club

The website features a red background with hanging lanterns. It highlights the "NESPRESSO BRINGING YOU TOGETHER FOR A DAZZLING NEW YEAR" offer. It includes a "CHINESE NEW YEAR COFFEE RECIPES" section with a video and a "DISCOVER THE FULL RANGE OF YOUR NESPRESSO SERVICES" section with icons for mobile, web, phone, and recycling.

E: POSB

The website uses a cartoonish style with a bear and a panda. It asks "Are you a caring bear, an impulsive magpie or a sleepy panda?" and provides a "Discover now" button. It includes sections on "What do you think of doing?", "Your friend calls about an opportunity to make an extra \$300.", and "What's the first thing that comes to mind?".

F: Event schedule

The slide shows a timeline from 9:00am-9:15am to 2:00pm-3:00pm with various sessions like "The Next Generation of Banking", "Driving Transformation through Customer Experience", "Driving Revenue", "Customer Services Evolution", "Digital Payments", "Retail Banking", "Retail Technology", "Retail Distribution", "Retail Marketing", "Retail Strategy", "Retail Product", "Retail Risk", and "Retail Compliance". It also includes a "Where: Hotel name, conference room number and address (TBC)" and "When: TBC" section.

A

Celebration in Spring
Charge to your Maybank Credit Card to enjoy delightful festive offers

Rewards in Bloom

CHARGE TO YOUR MAYBANK CREDIT CARD AND REDEEM

- Beach Chang Ming BBQ Glod Pack/Chicken (Golden) and Golden Pine Nut (450g) Set
- Ungku 5-Piece Abalone Gift Set
- The Rio Gothic, Melrose Springs Greenhouse Seafood Dinner Buffet for 2
- 5-Night Stay at Studio M Hotel's Studio Loft

ENJOY AUSPICIOUS PRIVILEGES WITH MAYBANK CARDS

- DRINK
- FETES
- 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.

*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

UniSIM UNIVERSITY

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

Apply tomorrow what you learn today

UniSIM UNIVERSITY

Enjoy flexibility with our modular programmes and technology-driven learning resources.

UniSIM UNIVERSITY

Learn anytime, anywhere and at your own pace.

UniSIM UNIVERSITY

UniSIM empowers you to manage your future.

D

UniSIM UNIVERSITY

How does UniSIM empower you to manage your future?

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

UniSIM UNIVERSITY

More than 50 quality programmes, over 800 teaching professionals.

1 GOAL
TO RAISE YOUR CAREER PROSPECTS

UniSIM UNIVERSITY

UniSIM empowers you to manage your future better.

UniSIM UNIVERSITY

Fulfil your personal and career goals with UniSIM.

UniSIM UNIVERSITY

1 GOAL
TO RAISE YOUR CAREER PROSPECTS

E

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

15-SECOND FOOD FIXES, FOR A FESTIVE FEAST TO REMEMBER.

Celebrate the holiday season with our simple yet delicious recipes.

Discover our Christmas Menu

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

15-SECOND FOOD FIXES, FOR A FESTIVE FEAST TO REMEMBER.

Celebrate the holiday season with our simple yet delicious recipes.

Discover our Christmas Menu

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

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

