

P O R T F O L I O

JAMES QUEK ZHENG YI

# RECENT WORKS

## PAST

CURRENT

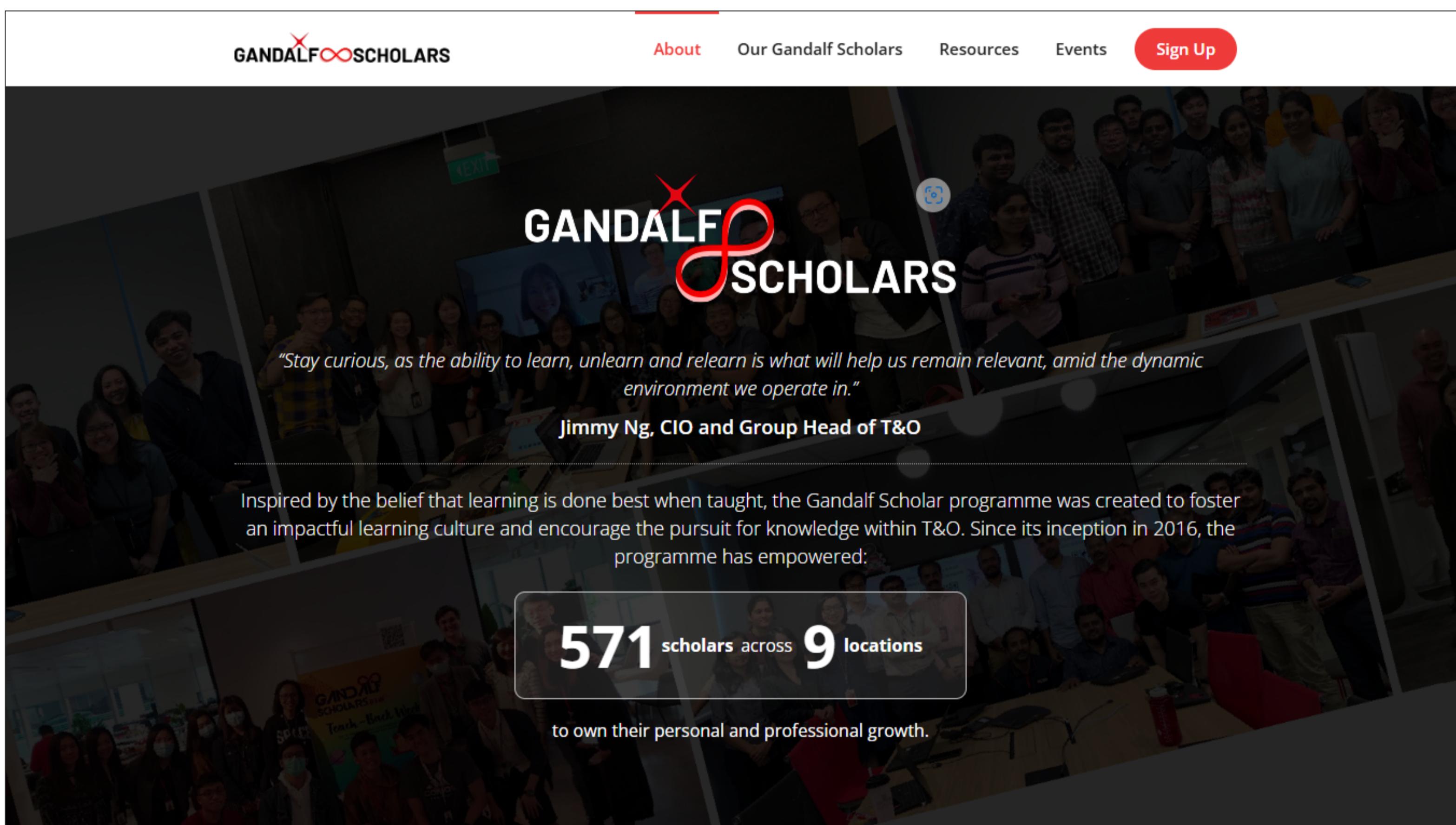
[WEB DESIGN AND DEVELOPMENT]

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

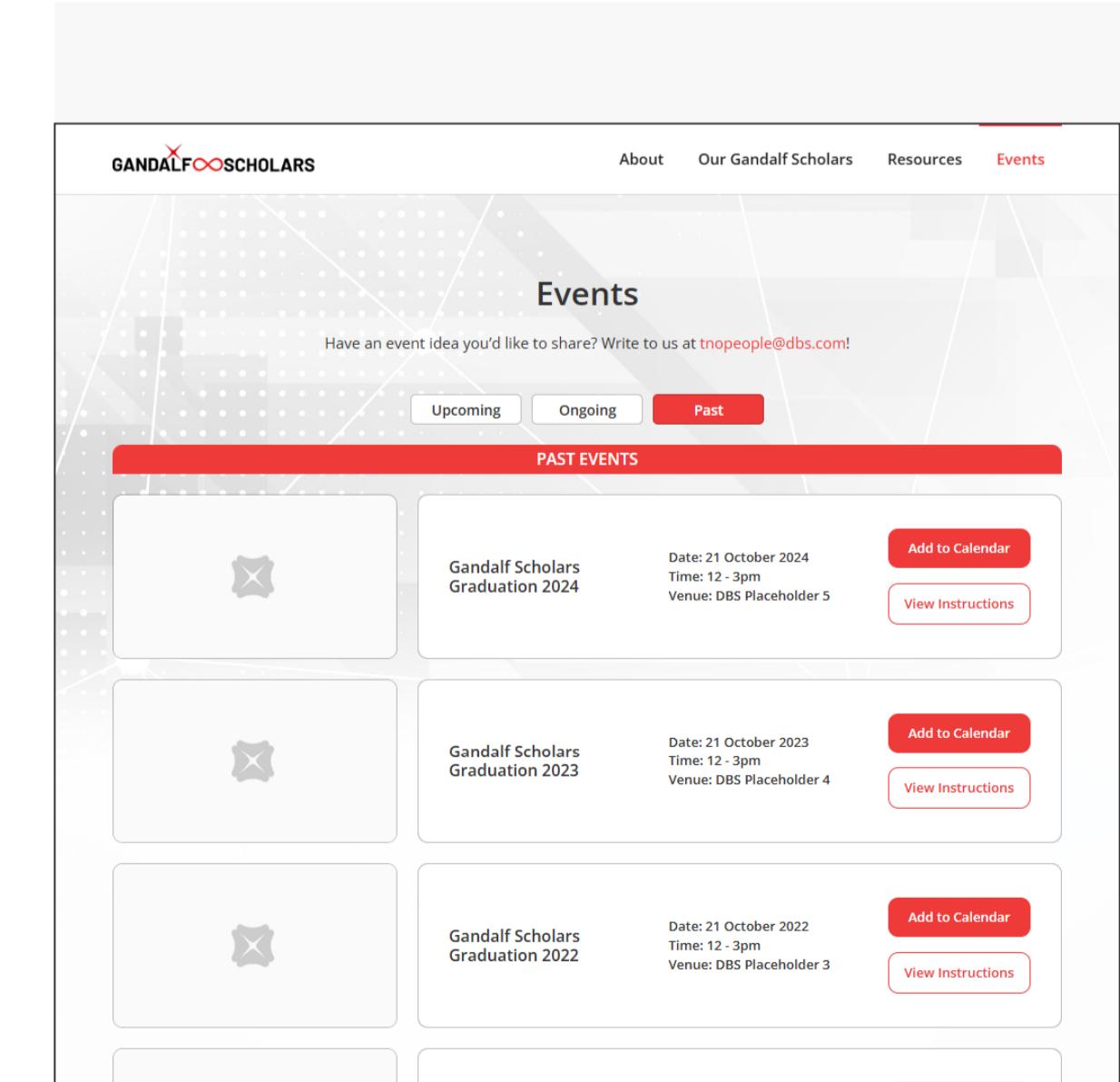
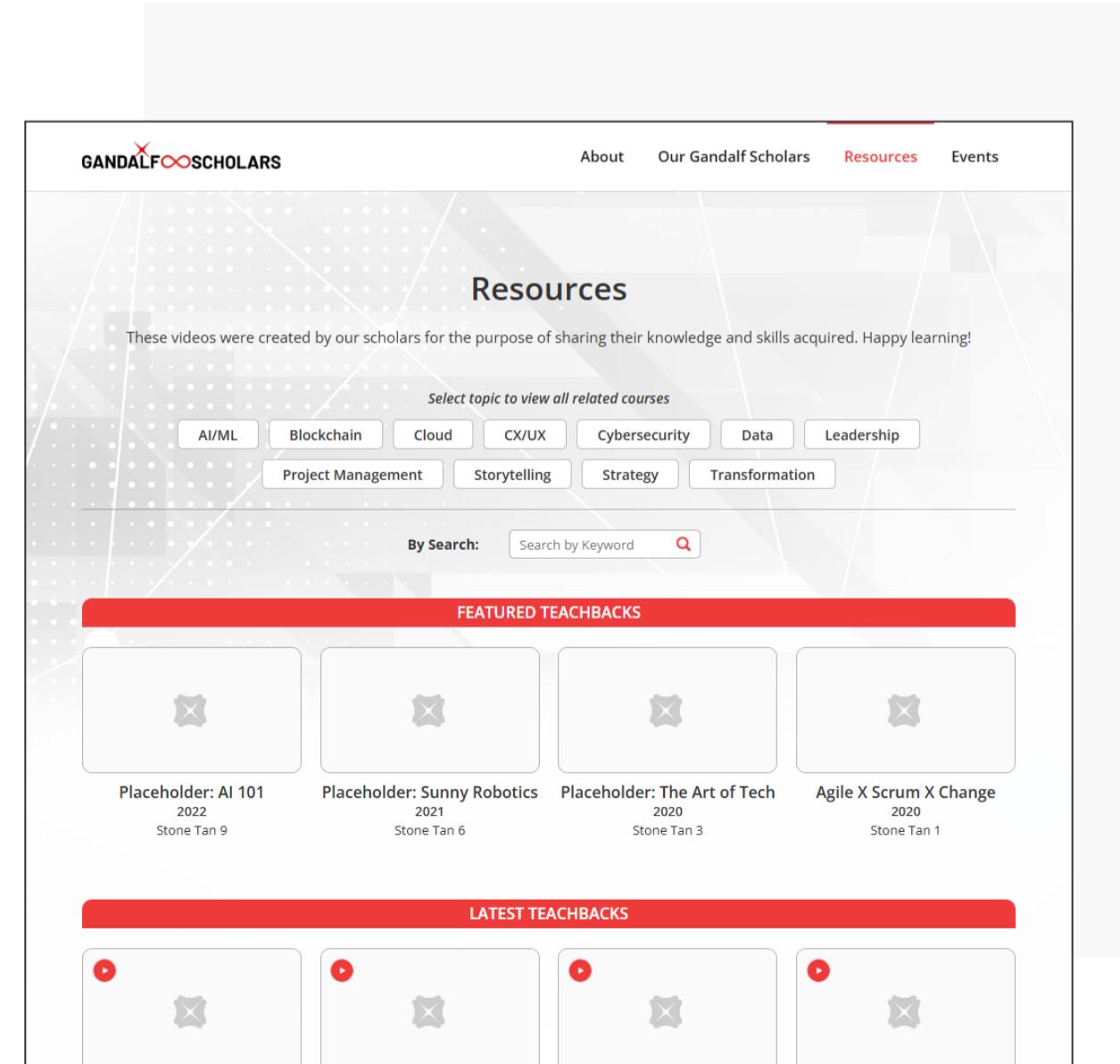
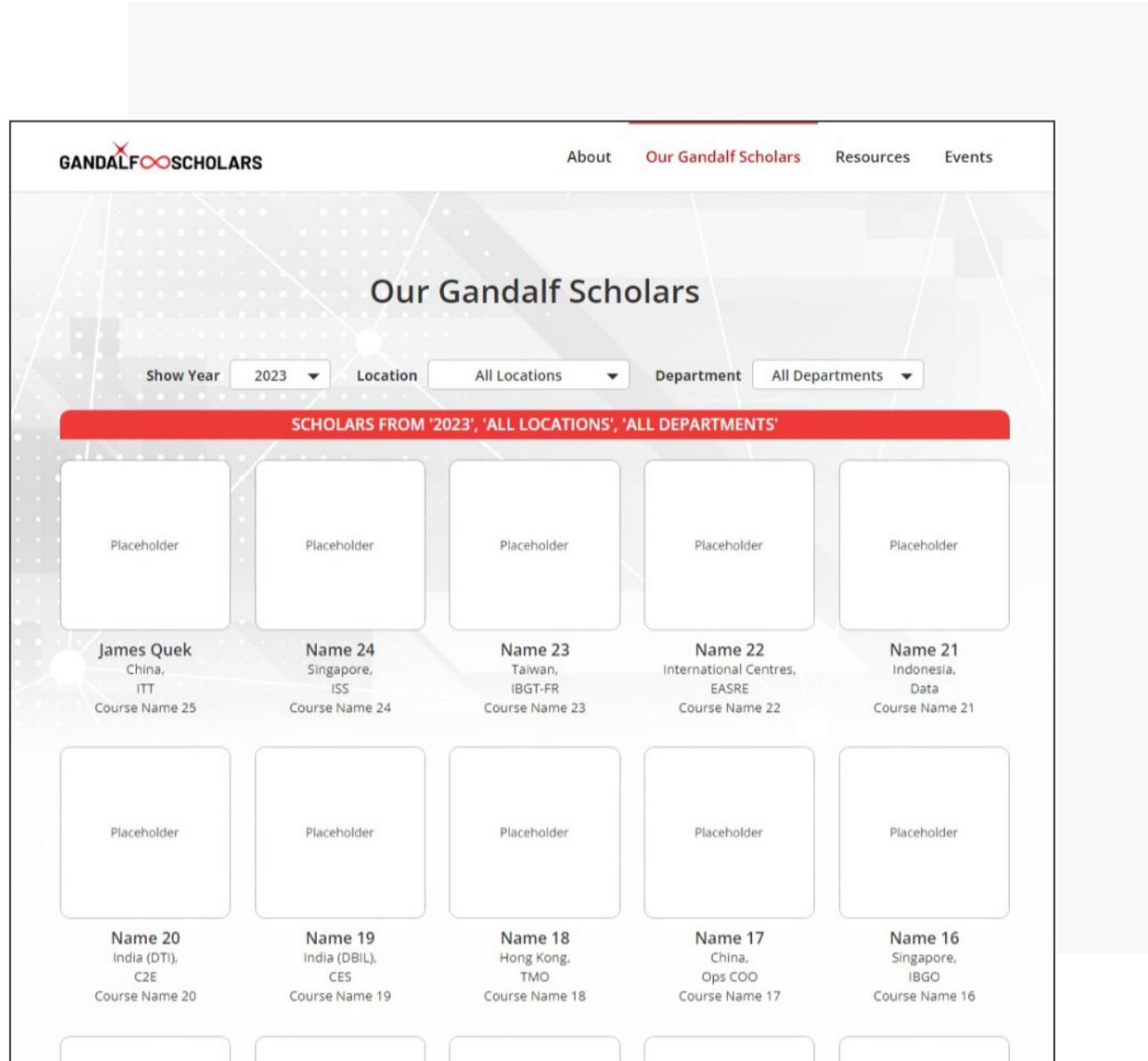
### TASKS

- 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 bubble 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 small image and a brief description. At the bottom, there's a section titled "The CX framework" with a circular diagram labeled "IBG CX Framework" and "DATA", "BUSINESS DRIVERS", and "CULTURE". A callout bubble asks "Can CX contribute to my business' growth?".

The screenshot shows the same web page as the desktop version, but it is displayed on a mobile phone screen. The layout is adapted for a smaller screen, with the sidebar and some of the main content being scrollable. The mobile view preserves the overall design, including the running character, the Qualtrics logo, and the "CX THOUGHT LEADERSHIP SERIES" title. The "Using Customer Experience to drive differentiation and growth." section and the "Three fundamental things to consider for effective CX" section are also visible. The "The CX framework" section at the bottom is partially visible. Callout bubbles and social media icons are present as they were on the desktop version.

## 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 "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-sided<sup>1</sup> 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

<sup>1</sup> 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 header includes the DBS logo and a menu icon. The main content area is identical to the desktop version, featuring the "ECOSYSTEMS" section with its globe illustration and explanatory text. It also includes 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, prominent "RESOURCES AND TOOLS" section with a link to the "Ecosystems Pitchbook".

## 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

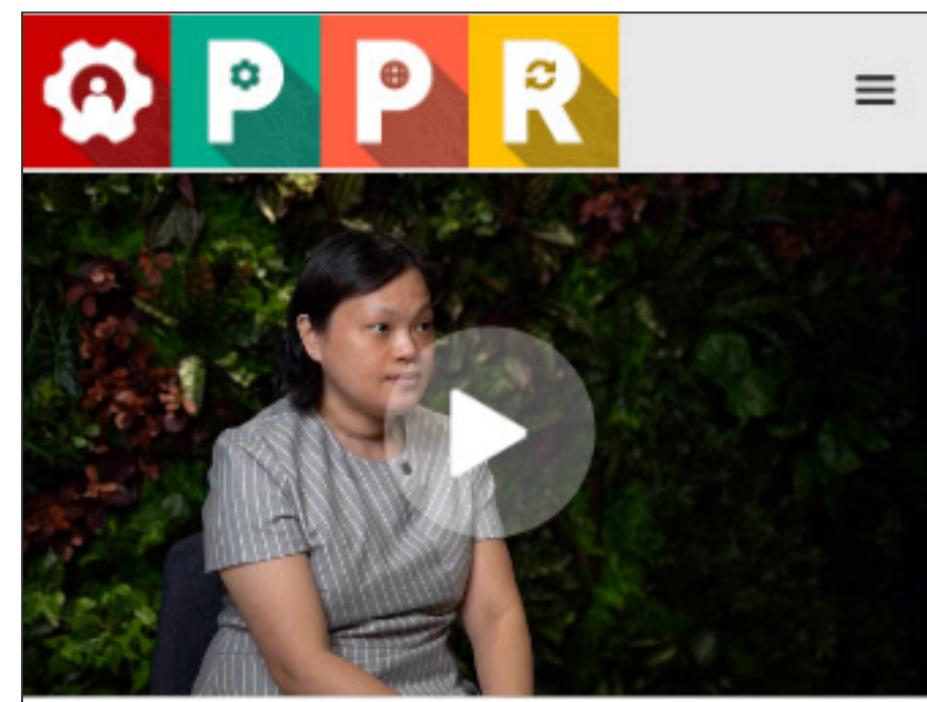
Feature video: Example: https://dbstube.dbs.com/embed/secure/iframe/entryId/0\_4jInv64q/uConfId/23450366/st/0

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

Upload file  No file uploaded

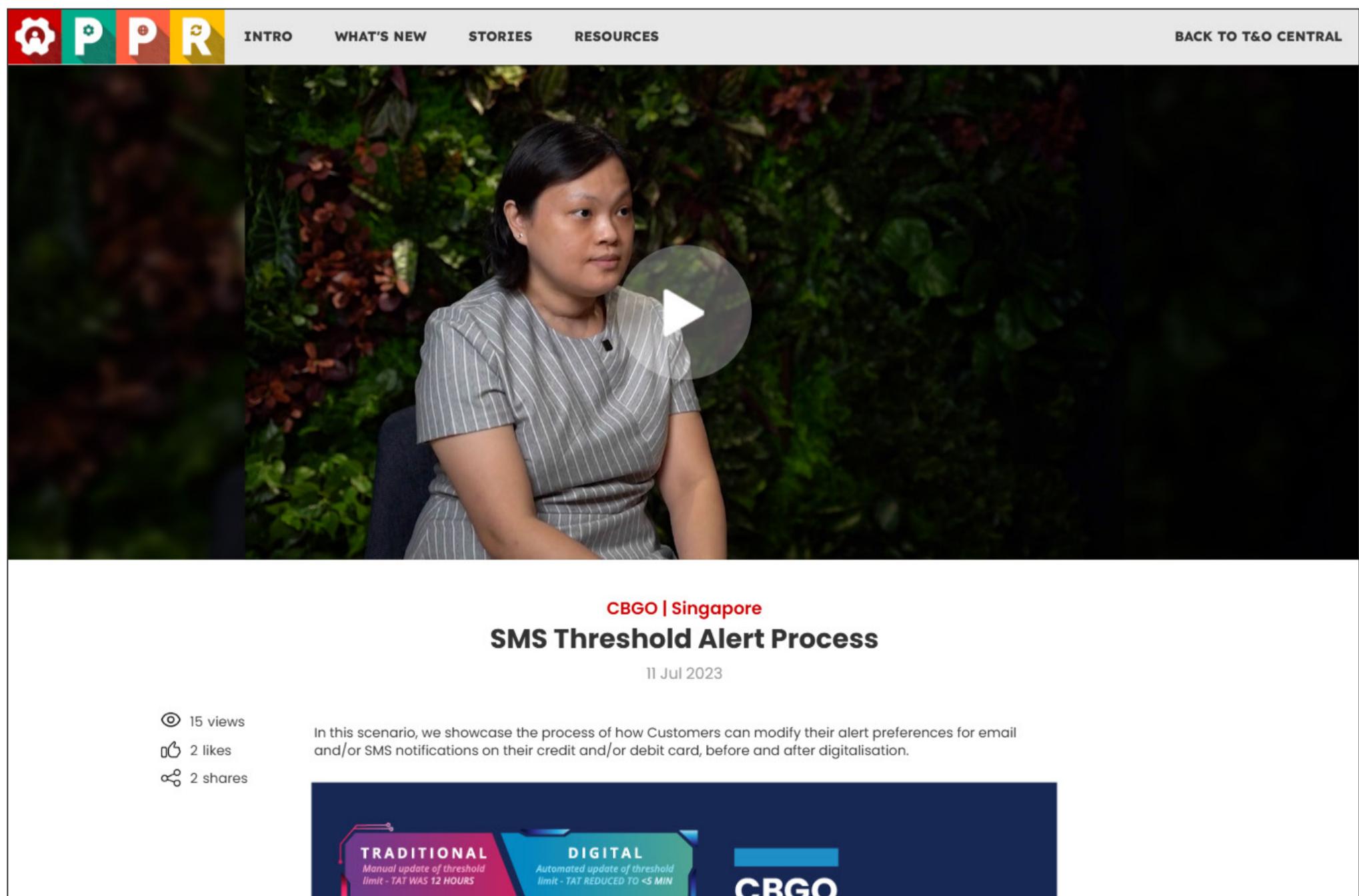


## CBGO | Singapore SMS Threshold Alert Process

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  
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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.

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## 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 for purchase.

**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 color scheme. 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 large image of a dining table set with Nespresso cups. The page also features a 'CHINESE NEW YEAR RECIPES' section with various coffee-infused dishes.

**D: NESPRESSO.Club**

The Nespresso Club Chinese New Year landing page follows a similar festive theme. It features a large image of hanging lanterns and the text 'NESPRESSO BRINGING YOU TOGETHER FOR A DAZZLING NEW YEAR'. Below this, it highlights the 'Grand Cru 6-blend Assortment Pack' and 'Chinese New Year Coffee Recipes'. The page also includes a 'Discover the full range of your Nespresso machines' section with icons for Order, Delivery, Customer Care, and Recycling.

**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 on what to do when you find \$50 on the floor and what to do when a friend calls about an opportunity.

**F: Event schedule**

The event schedule for the HP roundtable meeting includes a list of sessions from 9:00am-9:15am to 2:00pm-3:00pm, such as 'Driving Growth Through Digital Transformation' and 'Driving Revenue'. The slide also features the HP logo and the tagline 'Transformational growth for exceptional times.'

**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
- 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, 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

