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UI + GRAPHIC DESIGNER

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ABOUT ME

I am a Visual Designer who currently is proficient in UI & Graphic Design. I am able to decode briefs and do user research that suits the clients needs and style before translating them into many beautiful artwork on digital platforms in many forms and sizes. This does not limit me to do artwork related to prints, web or mobile design and even branding that requires more technical research such as primary research, secondary to come up with personas, customer journey mapping etc.

During my free time, I will check on Pinterest, Behance, Milled to get inspiration and enriched myself with latest design. As the world become more technological advance, I believe in upgrading myself by taking up online tutorial on software is important and beneficial to be able to work more efficient and effectively.

In the span of my career, I got the opportunity to work with several clients currently across the commercial and government sectors before being a In-House designer specialising in Skincare. Feel free to check out my portfolios here: [HTTPS://JESSICAWST.GITHUB.IO/](https://jessicawst.github.io/)

EDUCATION

Visual Communication with Business (2018 - Dec 2021)

Singapore University of Social Sciences (SUSS)

1. 3rd Class Honour Degree
2. This programme is developed in collaboration with **NAFA (Nanyang Academy of Fine Arts)**
3. Major in both Visual Communication and Business Management

Digital Media Design (Interaction Design) (2013 - 2016)

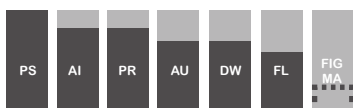
Nanyang Polytechnic (NYP)

1. GPA 3.00
2. International IXDA Award

SKILLS

Visual Communication
Prototyping
Web Design
Design Pattern
Illustrations
Market Research
Branding
User Interface Design
Design Research
Idea Generation
Typography

SOFTWARE SKILLS



EXPERIENCES

Digital Media Designer

Procter & Gamble

– Creative Visual Design for 8 APAC Markets (PH,MY,SG,ID,IN,TH,VN & ANZ) which consist of Key Visual (KV) creations for thematic campaigns Social media and performance marketing creatives such as: Facebook & Instagram, Shopping platforms (e.g Shopee & Lazada) specially for Skin Care Brand

– Creative Digital Econtent & E-Commerce visibility platforms for web and mobile Design with NEW or UPGRADED of product thumbnails such as:

1. Shop-In-Shop(SIS) banners
2. Power Images (PI)
3. Secondary Images (SI)
4. Rich Cards (RPC & A+ Card)
5. E-Commerce specific campaign creatives (Lazada Birthday, Double Dates such as 12.12)

– Constant working out new moodboards, research, gather insights online and offline from local markets brand managers to be continuously provide on point quality artworks to be send to the respective local markets.

Graphic Designer

ACCSS Digital Pte Ltd

– Design and executed and designed standard and animated digital banners (display and social sizes) for Accss's clients.

– Design and build rich media advertisement that is not limited to creative process included asset creation, storyboarding, crafting and building of interactive ads.

– Designed and executed creative assets for Accss's client microsites using Unbounce platform and Adobe Suite.

Interaction Web Designer

Homesavv & Innosavv.com

– Ensure customer satisfaction, by ensuring the quality of ongoing projects (Web design) meets the expectation of customers.

– Building competitive company logos, web banners, life-size printed –banners, and social media advertisements that are true to the client's values and vision.

– Achieving successful project outcomes by working closely with several managers (Marketing department, Design Department, and Founder), developers, and copywriters from planning to execution. Bringing to life their envisaged vision of the senior stakeholders.

Design Internship

Splash Interactive Group

– Studying and understanding of customer's history and past designs to deliver a logo that aligns with their style guide.

– Designing and producing websites that meet the client's envisaged website.

– Produce marketing collaterals for clients via research and understanding of requirements.