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UI/UX + GRAPHIC DESIGNER

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EDUCATION

Visual Communication with Business

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)

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



ABOUT ME

I am an aspiring Visual Designer who currently is proficient in UX/UI and Graphic Design. I believe in team work, but I also have a willingness, to lead and be led.

To meet your needs and translate your wildest dreams into reality, I create simple, elegant designs which are pleasing to the eyes yet functional.

Nothing is impossible. If you can dream it, I can design it!

EXPERIENCES

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.

Designer

Final Year Assignment

– Created a campaign to evoke awareness on breast cancer in younger women and to educate them on breast cancer literacy by the development of a mobile application, a revamped website, and a proposed physical event.

– Conducted primary and secondary research to identify the key problems faced by women aged 20 to 35 and build a solution.

– Created a High Fidelity interactive website prototype. Redesigned sitemap, Reskinned website, and added user-targeted information.

– Developed a High Fidelity interactive mobile application prototype to educate young women on breast self-examination. videos, a step-by-step guide, and a list of professionals for further examination.

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.