Shutirg

UI/UX + GRAPHIC DESIGNER

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EDUCATION

Visual Communication with Business

Singapore University of Social Sciences (SUSS)

1. Currently completing my degree (a collaboration degree certificate with Nanyang of the Fine Arts, NAFA) by end of 2021

2. 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

AI	PS	PR	AU	DW	FL	FIG MA

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

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.

Branding Designer
Branding Capstone

– Reconceptualise Julie's Biscuit's branding by studying their history, vision, mission, and their target audience.

– Develop more relevant logos and packaging design based on user feedback (Surveys, Focus Groups, and Social media polls).

– Redesigning the brand story, manifesto, archetypes, and personas of Julies Biscuit to suit the demographic of people in their 20's.

– Reimagined brand guide as a product of utilizing the brand's original icon (girl with ponytails) and color scheme.

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.