

## ABOUT ME

I am an aspiring 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 to get inspiration and enriched myself with latest design. As the world become more technological advance, I believe taking up online tutorial on software is important and beneficial to be able to work more efficient and effectively.

Hence, in the span of my career, I got the opportunity to work with several clients currently across the commercial and government sectors. 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

## 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.

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

### 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.

## SOFTWARE SKILLS

