

# Peter Woon **Digital Designer**

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**Portfolio:** <https://peter-woon-design.github.io/>

## **Executive Summary**

Experienced specialist in digital banner animation and production in HTML5 or Video formats. Possessing strong knowledge of digital design technology, including Google Web Designer, Adobe Creative Suite Apps and Figma.

Contributed to projects for major brands across industries such as Emirates, McDonalds, Standard Chartered Bank, Singapore Tourism Board and Singapore Airlines. With an attention to detail, passion for creating engaging digital experiences and commitment to being an asset to any team.

## **Core Competencies**

Attention To Detail

Branding & Visual Identity

Collaborative Team Player

Creative Problem-Solving

Design Software Proficiency

Time Management

## **Achievements**

Worked for EG+ Worldwide Singapore (recently changed to Omnicom Productions), past winner of Agency Of The Year.

## **Professional Experience**

**Apr 2019 - Dec 2023****Company:** Prodigious Worldwide (SG)**Designation:** Digital Designer

- Develop digital assets such as graphics, animations, and interactive elements for websites, social media, and other digital channels.
- Work closely with project managers and other creatives to understand project requirements and produce deliverables that meet objectives.
- Utilize Adobe Creative Suite (After Effects, Dreamweaver, Photoshop, Illustrator, InDesign) and digital animation & development tools such as Google Web Designer.
- Ensure all designs are optimized for various devices and platforms, maintaining high-quality standards.
- Localisation and production of digital content for brands: Abbott | Audi | Cathay | Daimler Mercedes | Diageo | Emirates | Friso | Health Promotion Board | Mazda | McDonald | MG | Panadol | Samsung | SKII | Singapore Tourism Board | Singleton | Standard Chartered Bank | Subway | Vicks | Visa

**Sep 2013 - Apr 2019****Company:** EG+ Worldwide (SG)**Designation:** Digital Designer

- Develop digital assets such as graphics, animations, and interactive elements for websites, social media, and other digital channels.
- Work closely with project managers and other creatives to understand project requirements and produce deliverables that meet objectives.
- Utilize Adobe Creative Suite (After Effects, Dreamweaver, Photoshop, Illustrator, InDesign, Flash, Edge Animate).
- Ensure all designs are optimized for various devices and platforms, maintaining high-quality standards.
- Localisation and production of digital content for brands: 100Plus | ANZ | Caltex | Cartier | In-House Campaigns | Energizer | Etihad | Honda Kah Motors | Hewlett Packard | Mastercard | Michelin | SAP | Standard Chartered Bank | Singapore Airlines | Skoda | Spotify | Singapore Tourism Board | Tigerair | Tourism Australia | Van Cleef & Arpels | Visa

**Volunteer Work 2014 - 2019**

**Company:** Arsenal Singapore Supporters Club

**Designation:** Exco - Web & Social Media Lead

- Develop digital assets such as graphics, animations, and interactive elements for website, social media, and other digital channels.
- Work closely with exco team members to produce deliverables that meet club's events and promotional objectives.

**Skills**

Google Web Designer

Adobe Creative Suite

Animation

Illustration

Social Media Content Creation

**Education**

GCE O' Levels Temasek Secondary 1993

**Completed Vertical Institute UX Design Bootcamp April 2025**

**Certification Awarded May 16 2025**