

ruth chua

Graphic & Web Designer

SKILLS

Design

Visual Design, Branding, Web & Mobile Design

UI/UX

User Research, User Testings, User Flow, Wireframing, Prototyping

Digital Marketing

Social Media Campaigns, EDMs

Coding

HTML, CSS, JavaScript

TOOLS

Adobe

Illustrator, Photoshop, Premiere Pro, After Effects, Lightroom

Web Design & Coding

Figma, Visual Studio Code, .p5js

EDUCATION

Bachelors in Creative Industries with Distinction

Queensland University of Technology | 6.2 GPA | 2024

Diploma in Mass Communication

Ngee Ann Polytechnic | 3.48 GPA | 2021

REFERENCES

Daniel Sim

Creative Director, DSD
support@danielsim.com.au

Elena Fanals

Smart Size
Co-Founder
team@smartsizes.io

Jasmine Lim

Enviably Me
Asst. Marketing Manager,
jasmine.lim@envi.me

WORK EXPERIENCE

Feb 2025 - Apr 2025 (contract)

GRAPHIC DESIGNER | Panettiere Developments

Developed branding for a \$1.5B multi-residential complex in Newstead, encompassing Little Italy (retail) and ORO (residential tower 1), to elevate market presence and appeal.

- Created brand identities to distinguish retail and residential components
- Designed sales brochures by curating renders, imagery, and copy to communicate the vision
- Designed large-scale print materials such as hoarding and on-site signage

October 2024 - December 2024 (Project based)

UI/UX Designer | SmartSize

Spearheaded research and redesigned size recommenders to instil confidence in shoppers

- Prepared expert reviews and heuristic evaluation, to identify usability issues
- Enhanced brand visibility by creating engaging websites and print materials

Dec 2023 - Dec 2024 (Part-time)

GRAPHIC & WEB DESIGNER | Daniel Sim Design | Excite Media

Created and refined client brandings, and produced promotional content

- Designed branding assets such as logos, brochures, animations and videos
- Enhanced brand visibility by creating engaging websites and print materials

Sep 2021 - Jun 2022

CONTENT PRODUCER | Enviably Me Digital (Lookaddit)

Produced 4 live streaming programs and integrated UI/UX feedback for e-commerce platform

- Managed programs' digital marketing assets from pre to post-production (over 50 live videos)
- Gathered user feedback to resolve website bugs and improvements

NOTABLE PROJECTS

WEBSITE REDESIGN FOR DV SURVIVORS | Website Designer

Incorporated 'traffic light' system to improve navigation accessibility and efficiency for survivors of domestic violence | Designed for Lovewell Foundation

- Conducted industry research and gathered user feedback
- Designed wireframes on Figma & developed website on Oncord

NDIS PROVIDER BROCHURE DESIGN | Graphic Designer

Designing a tri-fold brochure that stands out as a leading choice for mobility-impaired individuals in need of reliable care | Designed for ARMIA

- Conveyed key information that is clear, concise and visually engaging
- Ensured designed was ready for mass printing

AWARDS

QUT EXECUTIVE DEANS' COMMENDATION | 2023

QUT INTERNATIONAL MERIT SCHOLARSHIP | 2022

NGEE ANN POLYTECHNIC SCHOLARSHIP | 2018, 2019, 2020

Phone
+61 403 522 985

Email
hello.ruthchua01@gmail.com

Website
ruthcdesigns.com

LinkedIn
linkedin.com/in/ruthcsh