



Graphic & UI/UX 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

Jasmine Lim

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

Jane Peh

The Woof Agency, Co-Founder
jane@thewoofagency.com

WORK EXPERIENCE

March 2024 - May 2024

WEB DEVELOPMENT INTERN | Your Marketing Machines

Re-designed Lovewell Foundation's (client) website and ensured accessible layouts for victims of domestic violence

- Conducted research, user interviews & testings
- Re-designed wireframe on Figma & developed website on Oncord
- Successfully enhanced website navigation and layout to improve accessibility and efficiency for users

December 2023 - July 2024 (casual)

GRAPHIC DESIGNER | Daniel Sim Design

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 impactful physical print materials

September 2021 - June 2022

CONTENT PRODUCER | Enviably Me Digital (Lookaddit)

Produced live streaming programs and integrated UI/UX feedback for Lookaddit's live-shopping e-commerce site

- Collaborated with clients to produce live streaming programs and promotions, resulting in an increase in client sales
- Gathered user feedback to resolve website bugs and improvements
- Managed programs' digital marketing assets and pre to post-production

May 2021 - July 2021 (contract)

JUNIOR VIDEO PRODUCER | &Whyte

Assisted in video projects from pre to post-production

- Conceptualized video ideas for pitch decks and drafted storyboards
- Scouted and contacted over 100 KOLs for client projects
- Assisted in managing on-site production equipment and talent

March 2020 - August 2020

GRAPHIC DESIGN INTERN | The Woof Agency

Managed social media accounts and assisted in improving website's UI and UX.

- Crafted content, designed collaterals and edited promotional videos
- Analysed social media statistics, studied trends, developed content strategies
- Worked closely with Head Dev to manage the website's CMS

AWARDS

QUT EXECUTIVE DEANS' COMMENDATION | 2023

QUT INTERNATIONAL MERIT SCHOLARSHIP | 2022

NGEE ANN POLYTECHNIC SCHOLARSHIP | 2018, 2019, 2020

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