

Multidisciplinary creative with over 4 years of experience across design, digital marketing and communications. I love getting my hands dirty, and I'm driven to solve problems through my craft by designing things and experiences that create impact and human connection.

Work Experience

Citibank Presentation & Graphic Designer

DECEMBER 2023 – PRESENT

- Led, coordinated and designed for high-profile banking deals in English and Mandarin across Singapore and Hong Kong markets, crafting high-quality, visually compelling designs for Citi and client-branded pitchbook presentations and marketing materials while maintaining brand consistency
- Simplified complex data and financial figures into conceptual layouts and infographics while ensuring data accuracy, offering effective visual solutions through strong presentation, illustration and data visualisation techniques
- Effectively coordinated concurrent projects under tight deadlines to ensure timely completion of deliverables, achieving a 60% YoY increase in client-work demand for the team and a 99% client satisfaction score in 2025
- Led a regional team in driving employee engagement initiatives across Asia hubs, developing targeted action plans and managing internal communications while providing updates to senior leadership, achieving a 20% increase in feedback and engagement levels in Q1'26

Under Armour E-commerce Designer

SEPTEMBER 2022 – JULY 2023

- Developed dynamic key visuals for e-commerce campaigns thrice a month, adapting all marketplace assets and performance ads across SG, TH and MY markets, pairing impactful visuals with powerful copywriting and ensuring strong CTAs to drive traffic and conversion
- Liaised with regional managers, marketplace account managers and external vendors to ensure efficient communication and timely turnaround of creative assets
- Led a UI/UX test campaign and storefront revamp across 3 months to improve customer engagement, conducting internal feedback sessions and key competitor analysis and boosting in store click-through rates by 90% from Q4'22 to Q1'23

Invade Industry Marketing Intern

JANUARY – AUGUST 2022

- Conceptualised key visuals for over 6 key brand campaigns for Fleawhere and Eatbox (ARTBOX SG), producing collaterals across print and digital platforms
- Led overall social media strategy for Fleawhere SG & MY through strategic content planning, producing and copywriting. Produced all social media assets and reels, leading to a 6% increase in Instagram followers within 4 months
- Proposed and executed in-person brand events to complement digital marketing efforts, driving partnership efforts with media, brands and KOLs. Led outreach initiatives and established over 30 KOL collaborations and 7 brand partnerships across 2 events

Education

Nanyang Technological University

2019 – 2023

- Bachelor of Arts (with Honors) in Communication Studies with a Minor in Modern Languages (Japanese/Korean)
- Specialisation in Strategic Communications for the Digital Age

Skills

Design Software	Adobe Creative Suite PHOTOSHOP, ILLUSTRATOR, INDESIGN, PREMIERE PRO, AFTER EFFECTS, XD Microsoft Office POWERPOINT, EXCEL, WORD Canva, Figma, CapCut, Framer
Technical & Soft Skills	Graphic Design, Illustration, Branding, Print & Packaging Design, Presentation Design, Information Visualisation, Digital Marketing (Social Media Management, Copywriting, Content Strategy & Creation, Partnerships), Marketing Campaigns, Internal Comms, Project Management
Languages	English (Native Fluent), Mandarin (Native Fluent), Japanese & Korean (Intermediate Written)
Certifications	Google Fundamentals of Digital Marketing, Google Ads Creative Certification, Google Ads Display Certification, Lean Six Sigma