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Minimalist Digital Creative and Art Director with over 9 years of experience, I specialize in distilling complex ideas into simple, functional, and visually striking solutions. Whether developing a brand identity, crafting engaging digital experiences, or executing large-scale campaigns, my focus is always on delivering thoughtful, impactful results. Outside of my creative pursuits, I'm a dedicated cat enthusiast, constantly inspired by their effortless grace, precision, and ability to find beauty in the simplest moments.

Education	Nanyang Academy of Fine Arts Diploma in Graphic Design 2013 - 2016 Kent Ridge Secondary School 2004 - 2006	Institute of Technical Education Nitec in Visual Communication 2010 - 2012
Expertise	Framer, Figma, Sketch, Illustrator, Photoshop, XD, Microsoft Office, Keynote, Branding, UI/UX, Print, Brand.com, Conceptualisation, Art Directing	
Work Experience	<p>.Monks, Singapore 2023 - 2024 Snr Creative</p> <p>Contributed and delivered creative solutions across multiple industries.</p> <ul style="list-style-type: none"> • Mandai Ranger Buddies Quest, an interactive game designed to teach kids about animal conservation. • Biotherm, I collaborated closely with the China team to revamp their store experience, ensuring it was tailored to the preferences of the Chinese market. • Commonwealth Bank of Australia, I helped create engaging OOH campaigns targeting both new and existing customers. • Nike DynamicLand Korea, we worked with the Seoul office to design and execute branding elements that enhanced the carnival-like atmosphere of the event. • Collaborated with the CGO and the Australian office to develop a new subsidiary brand, Access that focused on connecting brands to exclusive growth opportunities in sports and entertainment, technology and emerging markets. <p>Huge inc 2019 - 2022 Snr Visual Designer</p> <p>Crafting innovative and impactful digital experiences for globally recognized brands.</p> <ul style="list-style-type: none"> • Working with SK-II, I helped and build the foundational design system to push the boundaries of luxury skincare through cutting-edge design and immersive storytelling. • BMS (Bristol Myers Squibb), I helped in the creation of a seamless user experiences that effectively communicated their mission in healthcare. • With Rakuten, I partnered with the Japan office to design digital experiences that elevated the brand's online presence and enhanced customer engagement, combining sleek, user-centered design with a deep understanding of the beauty industry. <p>Freelance, Singapore 2019 - 2022 Digital Creative / Art Director</p> <p>Engage closely with clients both locally and globally, crafting compelling branding concepts and marketing strategies curated to their unique vision. For emerging brands blending modern aesthetics with cultural heritage. I'm currently working on a side project for OuiGlass, a car servicing company in France, focusing on refreshing their brand system and redesigning their website to create a seamless and streamlined user journey.</p> <p>In. Singapore 2014 - 2023 Co Founder / Partner</p> <p>Served as both Co-Founder and Creative Director in a small boutique creative consultancy, shaping brand narratives and delivering innovative design solutions. During this time, I worked alongside a diverse range of clients, including ASTAR, NAFA, and FINN & FINCH, helping them craft distinct identities and memorable experiences.</p> <p>Shift Partners, Singapore 2018 Designer / Contract</p> <p>Partnered with the design lead to ideate and execute bold designs for a diverse range of industries.</p> <p>Silicon Plus, Singapore 2015 Designer / Contract</p> <p>Focused on conceptualizing and executing publication and print designs for clients such as CapitalLand and the Singapore Ministry of Manpower.</p>	