

KARMAHN TENG

Multidisciplinary Creative

+65 9756 0325

karmahnteng@gmail.com

LinkedIn: <https://www.linkedin.com/in/karmahnteng/>

With over 10 years of experience across fashion, branding, e-commerce, and visual communication. Experienced in developing brand-led campaigns, digital content, and customer-focused experiences that combine storytelling, design, and marketing strategies.

Core Strengths	Technical Skills
Professional Skillset • UI/UX & Digital Experience • Art Direction • Branding • Brand Storytelling • Conversion-Focused Design • Visual Communication • Content Strategy • E-commerce Experience • Digital Marketing • Photography & Retouching • Creative Production • Social Media Content • Shoot Planning & Coordination	Creative Suite • Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe Lightroom • Figma Digital & E-commerce • Shopify CMS • HTML & CSS • Basic JavaScript • SEO & User Analytics • CMS Management Creative Workflow • Wireframing & Prototyping • Content Strategy • Responsive Design • Creative Presentation • Campaign Visual Development
Education	Certifications
Northumbria University Bachelor of Arts (Honours) in Mass Communication & PR Second Class Honours (Upper Division) Aug 2025 – Apr 2026 LASALLE College of the Arts Diploma in Fashion Communication Aug 2013 – Jul 2016	General Assembly UI/UX Design Bootcamp Jul 2022 – Oct 2022 Google Certification Foundations of User Experience (UX) Design Jun 2022

WORK EXPERIENCE

UI/UX Designer

Pazzion International Pte Ltd | Nov 2022 – Aug 2026

- Led the end-to-end digital experience for PAZZION.COM, overseeing site structure, content hierarchy, visual direction, and UX across key e-commerce touchpoints.
 - Translated brand identity and campaign objectives into cohesive digital experiences, integrating art direction, content strategy, and UX design.
 - Leveraged web analytics and social listening insights to inform content placement, user experience, and digital optimisation decisions.
 - Partnered with creative and marketing teams to translate campaign concepts and visual assets into digital executions aligned with brand direction.
 - Developed content plans, campaign copy, and SEO-led content to support brand storytelling, organic visibility, and e-commerce objectives.
 - Developed wireframes, prototypes, and high-fidelity interfaces in Figma, translating creative direction into intuitive, brand-consistent digital layouts.
 - Managed Shopify CMS operations, responsive design implementation, and front-end customisation to support campaign launches and ongoing site development.
 - Established and maintained digital design standards across desktop and mobile, ensuring consistency in visual execution and brand experience.
-

Photographer

KYDRA Pte Ltd | Feb 2022 – May 2022

- Produced lifestyle and e-commerce imagery for brand campaigns, website merchandising, and digital marketing.
 - Collaborated with the marketing team on visual concept development and campaign execution, ensuring alignment with brand identity and seasonal direction.
 - Executed studio and on-location shoots, translating creative briefs into cohesive visual narratives across campaign and product content.
 - Managed image selection, post-production, and retouching to maintain visual consistency across digital touchpoints.
 - Assisted in creating of social-first visual content for Instagram and TikTok, supporting brand storytelling and campaign rollouts.
-

Photographer & Visual Designer

MDS Collections | Jun 2017 – Feb 2022

- Led end-to-end fashion photography and visual content production for e-commerce, editorial, and marketing campaigns as the primary in-house photographer.
- Art directed and executed fashion campaigns and e-commerce photoshoots, translating brand direction into cohesive visual storytelling.

- Managed the full shoot production process, including model casting and bookings, agency liaison, location scouting and hair and makeup coordination.
 - Created promotional graphics, illustrations, and visual assets for digital marketing, social media, and seasonal campaigns.
 - Collaborated directly with founders to develop brand visuals and maintain consistency across digital and marketing touchpoints.
 - Owned post-production, including image selection, editing, colour grading, and retouching, ensuring consistent visual quality across all deliverables.
-

Art Direction Intern

UP BrandBuzz Pte Ltd | Apr 2017 – Jun 2017

- Supported the Senior Art Director in developing creative concepts and integrated campaign work for clients including Singapore Cancer Society and Beyond Social Services.
 - Contributed to creative ideation, visual exploration, and concept development for campaign pitches and client presentations.
 - Translated creative concepts into visual treatments and presentation decks, aligning execution with client briefs and campaign objectives.
 - Designed and adapted creative assets across digital and print touchpoints to support campaign rollouts.
 - Conducted category, audience, and competitor research to inform creative strategy and campaign development.
-

Photography Assistant Intern

Charles & Keith Group | Dec 2016 – Mar 2017

- Assisted with e-commerce photography shoots including lighting setup, styling preparation, and studio coordination.
 - Supported image retouching and post-production.
 - Managed photography samples, equipment organization, and production logistics.
-

Graphic Design & Digital Marketing Intern

Visual Mass | Jul 2016 – Nov 2016

- Created digital marketing content, promotional visuals, and social media assets.
- Campaign Ideation for collection launches.
- Supported social media management, campaign coordination, and content scheduling.
- Conducted market research and competitor analysis to support brand and marketing strategies.
- Assisted with event planning and marketing activations.