

Over 4 years of experience across communications, digital marketing, and multidisciplinary design. Passionate about figuring things out and solving problems through my craft — a huge believer in doing work for a cause, and creating real impact and human connection.

EXPERIENCE

Citibank

Presentation & Graphic Designer
December 2023 – Present

Crafted bespoke and highly professional presentation decks for **over 50 high-profile deals**, including **multi-billion dollar IPOs** in SG & HK markets in **English and Mandarin**. Translating complex data and financial figures into visually compelling designs and directly contributing to securing critical business for the company

Effectively coordinated concurrent projects under tight deadlines to ensure on-time completion of quality 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 efforts across APAC, developing targeted action plans and coordinating 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** thrice a month for e-commerce campaigns, adapting all marketplace assets and performance ads across SG, TH and MY, pairing impactful visuals with powerful copywriting and **strong CTAs to drive traffic and conversion**

Liaised with regional managers, marketplace account managers and external vendors to ensure timely delivery and turnaround of creative assets

Led a UI/UX test campaign and storefront revamp across 3 months to improve customer engagement. Conducted feedback sessions and competitor analysis and **boosted 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
Specialisation in Strategic Communications for the Digital Age

SKILLS

Design Software

Adobe Creative Suite **PHOTOSHOP, ILLUSTRATOR, INDESIGN, PREMIERE PRO, XD**
Microsoft Office **POWERPOINT, EXCEL, WORD**
Canva, Figma, Framer

Technical & Soft Skills

Presentation Design, Information Visualisation, Print & Packaging Design, Illustration, Branding Design, Digital Marketing (Social Media Management, Copywriting, Content Strategy & Creation), Project Management

Languages

English (Native Fluent), Mandarin (Native Fluent)

Certifications

Google Fundamentals of Digital Marketing, Google Ads Creative Certification, Google Ads Display Certification, Lean Six Sigma