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Creative Designer

Hi! I'm a Design Lead with six years of experience in designing websites, marketing collateral, building a brand identity, and managing the development of these designs into actual products. Relationship-oriented and equipped with technical knowledge, I am proficient at liaising between clients and developers to create products that are beautiful, functional, and delivered on time. I'm also a font enthusiast who is partial to really large or really tiny fonts - there is no in between.

skills

Software
Adobe Illustrator
Adobe XD
Adobe Photoshop
Adobe After Effects
Sketch
InVision

Others
Graphic design
Web design
Mobile app design
Pitch decks
Client management
Project management

Languages
English
Mandarin

education

Bachelor in Political Science, Singapore Management University
2012 - 2016

experience

Creative Designer to Design Lead, Horangi
2019 to present

I have the great privilege of being able to influence and build Horangi's brand identity - a key differentiator for the company. I manage another designer and the entire design identity for the company. My role is to create all marketing collaterals, design company's website, and maintain, develop, and improve the brand identity of the company.

Day-to-day duties:

- Managing another designer and collaborating to create a brand identity that is well-executed throughout every piece of collateral that we put out.
- Creating templates that can be used by non-designers within the company so that our brand identity is consistent from every department.
- Designing compelling visuals for social media to advertise our products, services, and webinars to increase website traffic as well as leads.
- Regularly creating and improving website visuals that are purposeful to create a more compelling and enjoyable experience for users.
- Consistently improving the existing pages on our website to enhance the user journey and strengthen our brand identity through design.
- Working with the Engineering team to create new module designs for our custom Content Management System.
- Creating event collateral (e.g. AsiaTech x Singapore) to promote brand awareness among existing and potential customers.

Notable projects:

- Horangi's website migration
The original website was custom coded and made it very difficult for the Marketing team to update the website whenever it needed. Our solution was to design our own website components and re-design the whole website to be editable on a Content Management System. My role in this was to design each module thoughtfully so that a combination of a few modules could ultimately re-create the entire Horangi website.

- Horangi's brand guideline
Our branding is something that we are very proud of at Horangi. We pride ourselves on being different from the usual design identity that you might expect from a cybersecurity company and our customers appreciate us for it. I am to put out designs that differentiate us from our competitors, while maintaining the functionalities that are required for design to actually work and serve its purpose.

Digital Producer, Onlive
2016 to 2019

Onlive is a startup which provides customised tech solutions for events. My role primarily utilises my relationship management skills where I handle project, account, and client management.

Day-to-day duties:

- Conceptualising and designing the UI for websites, mobile/tablet applications, and custom projects based on initial briefs by the client.
- Managing client relationships in a fast-paced environment, which have resulted in valuable, repeat customers
- Overseeing projects from brief until final delivery, ensuring adherence to strict timelines for well known companies such as Netflix, Marriott, Dell, and HSBC.
- Regularly worked with agencies on projects for major companies (e.g. Mastercard, Philips, IBM…etc.) that resulted in repeat customers, creating a mutually beneficial relationship between us as a supplier and the agency.
- Managing an internal team of developers and designers to fulfil each element (front-end and back-end) of the project effectively and on schedule.
- Providing all marketing collateral that converted potential clients to paying customers.

Notable projects:

- Onlive.io
Redesigned the entire public website when the company rebranded from ZeGuestlist to Onlive. This redesign saw a marked increase in website visits, contact form usage, and ultimately, conversions.

- Onlive SaaS
The company wanted to move from a custom tech supplier to a Software as a Service model. This move entailed a massive project - creating the entire SaaS system and redesigning all front-end UI with a modular design that users could create from the backend themselves.

- Philips
Designed the event app used for their annual Customer Event for three years in a row. The event won an award for 'Experience Excellence' from the Singapore Tourism Board in 2018.