







JENNIFER THAM

GRAPHIC & CREATIVE DESIGNER

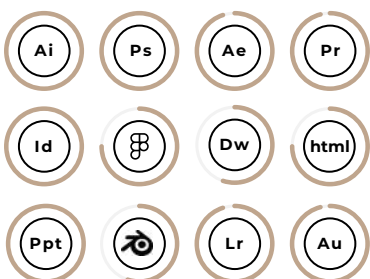
DETAILS

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-  Singapore Citizen

EDUCATION & CERTS

- 2021** California Institute of the Arts - Coursera
Visual Elements of UI Design
- 2010** Lasalle College of the Arts
Design & Visual Communications

SKILLS



LANGUAGES

- English
- Indonesian
- Malay

EXPERIENCE

GRAPHIC & WEB DESIGNER | BRAND & CREATIVE DESIGNER

SCNX & Magellan X (Nov 2021 - Present)

Managed brand identity for SCNX & Magellan X, crafting manuals, web design, and collaterals aligned with new branding. Supported Marketing, Sales & Product teams with diverse collateral design: social media, print & digital ads, presentations, brochures, event art, and video production. Collaborated on UI graphics and motion design for SCNX's PROPELLER SHIP app, and designed Magellan X's website and CII Calculator web app with the product team.

INFORMATION DESIGNER

IBM (Jul 2016 - Feb 2021)

Supported IBM Global Sales Team by creating impactful proposals, presentations, and internal projects driving IBM's growth. Employed diverse design skills, including visual design thinking, across various mediums: presentations, videos, graphics, prints, web design, event photography, and social media. Led the design team, collaborating globally within tight timelines.

GRAPHIC DESIGNER

THE SENSO GROUP (Mar 2013 - Jun 2016)

Oversaw design conceptualization, maintenance, and quality checks for diverse collaterals (Print, Digital, Web, Apps). Aided marketing with promotional artworks, menus, and brand updates across outlet brands. Crafted wireframes, UI/UX for Spizza's app and iPad e-menu, managed social media marketing, and initiated brand identity development.

SENIOR WEB DESIGNER

STREET DIRECTORY PTE LTD (Dec 2011 - Mar2013)

Collaborated with the customer service team to create Website designs, mini sites, EDMs and other client collaterals. Increasing portfolio of showcase Web Pages and standardisation of web development and perform quality control for all newly released / existing templates used by clients. Created new templates for Client's minisites, web coding in HTML, concept development and execution of all creative deliverables.