






Eunice Lee Lih Wei

Senior Designer CV

 Malaysian, Singapore PR

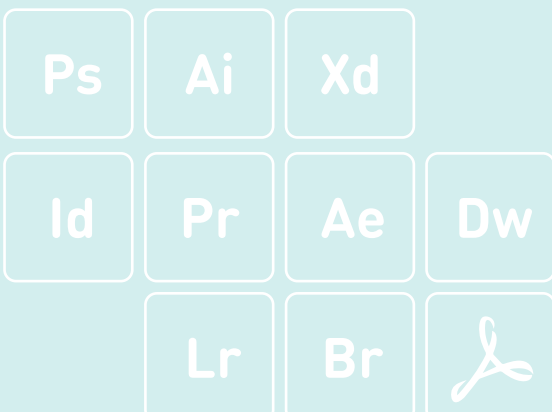
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“ We can't use up creativity.
The more you use, the
more you have. ”





EUNICE LEE LIH WEI

Senior Designer

OBJECTIVE



Creating value through creativity.

A conceptual problem solver who is strategically-centered and obsessively meticulous.

Attention to detail and balances beauty, innovation and usability.

Adaptable, organized, results and detail-oriented with excellent work ethic, strong time management and interpersonal skills.

CERTIFICATION



July 2007 - March 2010

Bachelor Degree of Multimedia with Honours

Cumulative GPA 3.47

Northern University of Malaysia

CONTACT



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EXPERIENCE



April 2023 - Present

360 Communications Pte Ltd, Singapore Art Director

Collaborated with the design team to develop innovative and visually appealing concepts for digital collateral. Contributed to brainstorming sessions and assisted in creating design strategies aligned with the brand identity and target audience.

Worked closely with account managers to understand project requirements, align design strategies, and deliver impactful design solutions that support the overall marketing objectives.

Crafted impactful corporate strategy presentations tailored for Citibank. seamlessly integrating motion graphics, charts, graphs, and data visualization to heighten overall impact and message clarity.

Portfolio: Citibank Singapore, Citibank International Personal Bank, Citigold Private Client, Citigold, Mastercard, Great Eastern Singapore.



December 2016 - March 2023

M1 Limited, Singapore Senior Multimedia Designer

Collaborated closely with the Marketing Communication team to design captivating and engaging content for online and offline media, aligning with M1 brand guidelines. (electronic direct mail, social media posts, e-brochure, poster, advertisement banner etc.)

Coordinated with internal and external stakeholders and resources, ensuring creative production, especially for Celtra, adhered to set timelines. Additionally, played a key role in designing and enhancing the M1 App user interface to improve overall user experience and satisfaction.

Presented ideas, concepts and design solutions to various stakeholders and incorporating their feedback into final design. (new phone launching such as iPhone, Huawei etc.)

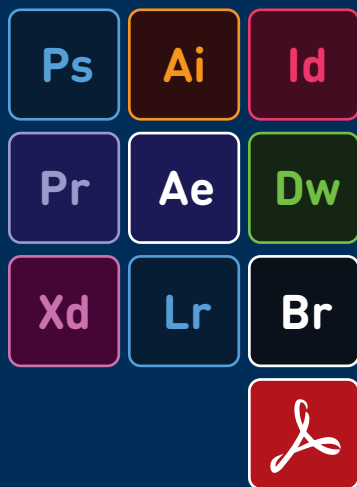
Crafted engaging presentations for M1 Town Hall and HR events. Worked on presentation design, from initial skeleton planning, message curation, visual design including transition and motion design.



SKILLS



Design Principles
Ideation
Creativity
Visual Communication
Infographic Design
Presentation Design
Motion Graphic
Typography
Problem Solving
User Experience Design
Team Work
Time Management
Coding
Adobe's Creative Apps



INTEREST



 Traveling
 Oil Painting
 Photography

● February 2016 - November 2016

Faith International Pte Ltd, Singapore Graphic Designer

Designed mobile app interface and web application to expand the business. App development using wordpress plugin (AppPresser). Built and maintained websites with various tools and technology (eg: wordpress CMS). Hands-on with online marketing with various social media platforms.

Created and maintained digital assets including but not limited to interface design files, wireframes, and interactive mockups.

● August 2015 - January 2016

Philip Tang & Sons, Singapore Interactive Designer

Demonstrated a strong understanding of project design direction. Designed and developed user interfaces, ensuring that UI meets both functional and user experience requirements.

Deliverables included high-fidelity design mockups, wireframes, prototypes, and the production of visual assets. Thrived in a fast-paced, constantly evolving, and deadline-driven environment.

Created interactive prototypes of proposed solutions and maintained a consistent design language and system for cohesive user experiences. Prepared clear and detailed interface specifications for developers.

● May 2013 - July 2015

Passion In Design, Malaysia Web Designer

Created user-friendly and aesthetically appealing designs for a wide array of products on web applications.

Produced and presented all publication material and packaging design to our clients. Adapt to changing priorities and supervise printers.

Developed high-level and detailed mock ups to effectively communicate interaction and design ideas.

Collaborated with Marketing and Developers to conceptualize and execute high quality designs and projects, that adhere to brand's guide and identity.

Ability to offer creative direction and offer convincing alternatives to existing designs.