




# CHERIE PHUA

## CONTACT

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 <https://cheriephua.weebly.com/>

## LANGUAGE

English  
Mandarin

## SOFTWARE SKILLS

Adobe Illustrator  
Adobe Photoshop  
Adobe xD  
Adobe Premiere Pro  
Adobe InDesign  
Adobe Lightroom  
Adobe After Effects  
Rhino  
Creo  
Keyshot

## CCA

### Publicity Manager Ngee Ann Photography Club Jan 2017 - Dec 2019

- Manage and create content to promote the club
- Organize outreach programmes and events for club members
- Mentor for the next batch of leaders

## EDUCATION

### Bachelor of Arts in Industrial Design National University of Singapore | 2020 - Present

- Expected date of graduation: Aug 2023

### Diploma with Merit in Product Design & Innovation Ngee Ann Polytechnic | 2017 - 2020

- Graduated with GPA 3.96
- Graduated with Interplex Silver Medal & Prize
- Edusave Skills Awards | 2020
- Ngee Ann Faculty Merit Award | 2019
- Edusave Merit Bursary Award | 2018 - 2020
- Singapore Packaging Star Awards | 2018
- AsiaSTAR Awards | 2018
- Director's list for Level 1.1, 1.2, 2.1 and 2.2
- 2nd Most Outstanding Award for Level 1.1, 1.2, 2.1 and 2.2

## WORK EXPERIENCES

### Brand Identity Designer The Mind Cafe | Freelance | Jun 2020 - Present

- Strategized and curated cohesive visuals across all social and e-commerce platforms
- Created marketing content to boost the company's products on e-commerce platforms
- Planned and designed engaging visual elements for a new outlet

### Brand & Growth Marketing Creative Designer Shopee | Internship | Feb 2020 - May 2020

- Conceptualized and developed new design concepts, visual graphics, and layouts to increase Shopee's digital presence
- Maintained Shopee's brand consistency across all visual elements
- Presented new marketing ideas for events and campaigns

### Graphic Designer DBS Bank | Internship | Sep 2019 - Jan 2020

- Designed materials such as posters, pull-up banners, stickers, websites, and collaterals for a seasonal campaign across 6 countries in DBS Asia
- Collaborated with design agencies to aid in the production of materials and spatial design for the campaign held in Singapore