

## EDUCATION

### National Institute of Fashion Technology

(July 2016 - July 2020)

B.Des in Fashion Design

## CERTIFICATION

### Type Design Asia

Aug 2024 - Oct 2024

Typeface Design

## TOOLS

Figma  
Adobe Creative Suite  
Glyphs  
AI Tools

## SKILLS

### CREATIVE DIRECTION

Art Direction  
Visual Strategy  
Campaign Concepting  
Brand Systems

### DIGITAL & GROWTH DESIGN

Website Design  
Landing Pages  
Performance Marketing Creatives  
Lifecycle Communication

### CRAFT

Typography  
Motion Design  
Visual Storytelling  
Layout Systems  
Generative Design

### COLLABORATION

Creative Mentorship  
Cross-functional Collaboration  
Design Process Development

## EXPERIENCE

### Bright Money | Art Director (May 2025 - Present)

Senior Graphic Designer (May 2023 - April 2025)

- Lead design across website, landing pages, lifecycle communications, performance marketing creatives, email campaigns, and social media, ensuring consistency across brand and growth initiatives.
- Owned the end-to-end redesign of Bright's brand website, defining scalable visual systems, layout structures, and design patterns used across web properties.
- Designed and directed conversion-focused landing pages and marketing creatives supporting user acquisition and product communication.
- Translate complex financial and product concepts into clear visual storytelling that improves product understanding and brand trust.
- Built design documentation, trackers, and stakeholder workflows to manage updates across website and marketing assets, improving collaboration between design, marketing, product, and operations teams.

### Sharechat | Graphic Designer (June 2021 - April 2023)

- Conceptualized and executed large-scale social media campaigns and marketing creatives aligned with user engagement strategies.
- Designed in-app communication assets including notifications, banners, and campaign modules.
- Collaborated with product, marketing, and content teams to deliver integrated campaign experiences.
- Contributed to high-volume campaign production and rapid creative iterations, supporting platform growth and user engagement initiatives.

### Nordic Seed Design | Motion Graphic Designer (July 2020 - May 2021)

- Created brand animations, identity videos, and motion-driven marketing content for digital platforms.
- Designed animated assets for websites and social media storytelling to enhance engagement.
- Developed logo animation systems and brand motion guidelines that helped establish stronger visual identities for clients.

## LEADERSHIP & INITIATIVES

### Afterhours — Design Learning Program

Initiated and led an internal design learning series for the team. Organized 12 sessions with 6 designers covering typography, motion design, UX thinking, brand identity, semiotics, and rhythm in visual systems to encourage knowledge sharing and strengthen design culture.

### Design Recap — Design Townhall

Introduced a bi-annual design showcase presenting key projects and design thinking from the previous six months to cross-functional teams, improving visibility and understanding of design across the organization.