Hello!
I'm Hazel Chen.

PROFESSIONAL SUMMARY

Multidisciplinary Senior Designer with extensive experience across corporate communications, branding, digital marketing and multimedia content development. Skilled in creating integrated visual communications across digital, print and video platforms, from concept development through final production. Combines strong visual storytelling, brand management and cross-functional collaboration with hands-on creative execution to deliver consistent, engaging communications aligned with business objectives.

CORE SKILLS & COMPETENCIES

Creative & Brand Development
Visual Communications • Brand Identity & Guidelines • Art Direction • Creative Concept Development • Corporate Communications • Integrated Campaign Design

Digital & Multimedia Content
Digital Marketing Creatives • Social Media Content • Short-Form Video Editing • Storyboarding • Website & Landing Page Design

Project & Stakeholder Management
End-to-End Creative Production • Cross-Functional Collaboration • Vendor Coordination • Multi-Project Management • Regional Content Adaptation • Brand Consistency

AI-Assisted Design
AI-Assisted Visual Creation & Ideation

PROFESSIONAL EXPERIENCE

KooBits Learning Pte. Ltd.
Senior Digital Designer (Marketing Team) | June 2023 – Present

- Lead end-to-end creative development for digital marketing campaigns, supporting B2C customer acquisition, retention and product marketing initiatives.
- Develop and localise marketing creatives across Singapore, Hong Kong, Taiwan and international markets, ensuring brand consistency and relevance to regional audiences.
- Design and optimise digital assets across paid media, social platforms, websites and landing pages, including short-form video ads for Meta, Instagram and TikTok.
- Develop integrated brand and marketing assets for KooBits Academy's regional rollout, spanning digital campaigns, website content, promotional materials, video and in-centre brand experiences.
- Translate marketing and product objectives into compelling visual communications, aligning creative execution with campaign strategies and business priorities.
- Use AI-assisted visual generation to support creative ideation, visual development and production efficiency.
- Collaborate with cross-functional stakeholders while managing multiple concurrent projects, ensuring creative quality, timely delivery and brand consistency.

Key Achievements

- Contributed to S$3 million in B2C revenue generated through marketing efforts in 2025, providing creative support across digital campaigns and marketing initiatives as part of the wider team.
- Supported the expansion of KooBits' offerings from two to four core subjects (Math, Science, English and Chinese) through product launch and campaign marketing visuals.

Hello!
I'm Hazel Chen.

PROFESSIONAL EXPERIENCE (CONTINUED)

Anglican Preschool Services
Senior Designer (Marketing & Communications) | June 2021 – December 2022

- Co-led multi-brand rebranding initiatives, developing cohesive visual identities across digital, print and physical environments.
- Developed brand identities, visual guidelines and integrated campaign materials to strengthen brand consistency across organisational communications.
- Designed and delivered marketing communications assets across websites, social media, publications and physical touchpoints.
- Coordinated external vendors and production workflows to ensure timely delivery and quality standards.

Designer (Marketing & Communications) | March 2018 – June 2021

- Developed brand and marketing visuals across digital, print and environmental applications.
- Supported integrated marketing campaigns from concept development through final production.
- Coordinated vendors, photoshoots and production activities to deliver campaign and brand materials.

EARLIER PROFESSIONAL EXPERIENCE

Art Director / Junior Design Director / Senior Designer / Designer
Various Creative Agencies | 2005–2018
Including Egg Creatives Pte Ltd, greymatter williams and phoa (Asia), and other creative agencies.

- Developed branding, corporate communications, editorial publications and integrated campaign materials for clients across diverse industries.
- Led creative concept development, client presentations and end-to-end production, collaborating with creative teams and external vendors.

SOFTWARE & TOOLS

Design & Layout : Adobe InDesign • Illustrator • Photoshop • Acrobat Pro (PDF) • Canva Pro
Video Editing & Content Creation : Adobe Premiere Pro

EDUCATION & QUALIFICATIONS

Specialist Diploma in User Experience Design & Management
Nanyang Polytechnic | 2022
Award: Born Group Award — Outstanding Academic Performance

Diploma in Visual Communication
Temasek Polytechnic | 2002

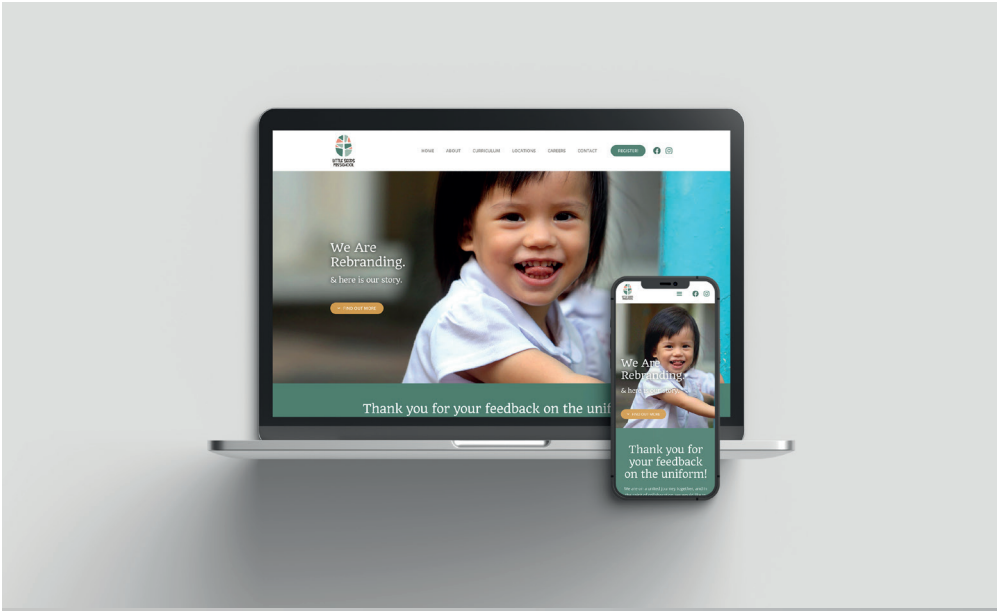
PORTFOLIO NOTE

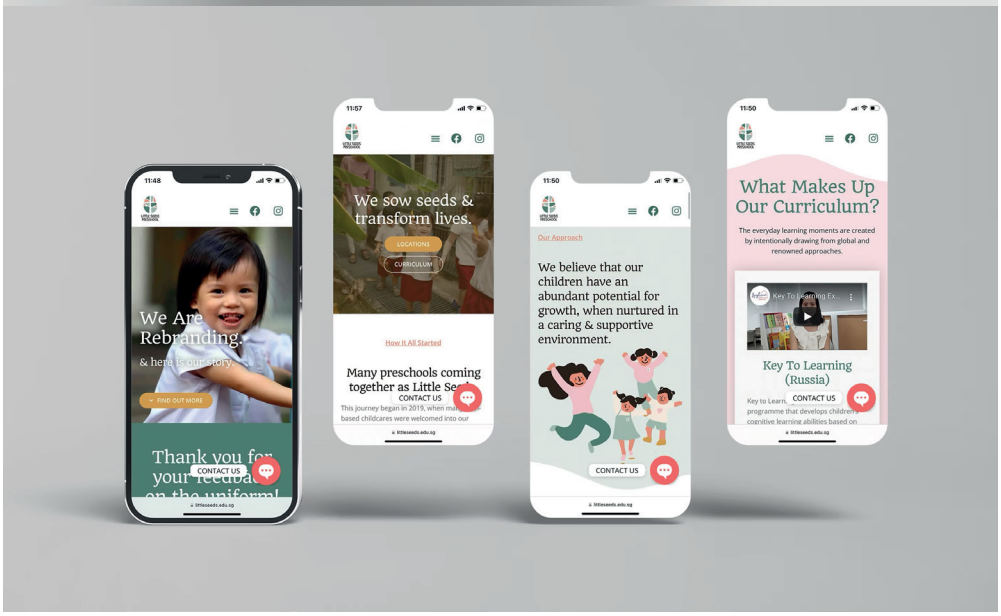
Additional work samples available for private viewing upon request.

Hello!
I’m Hazel Chen.

LITTLE SEEDS PRESCHOOL
–
Branding &
Website Design (UX/UI)

Led the branding and mobile-first website redesign for Little Seeds Preschool, from UX research and user journey planning to prototyping, visual design and front-end development. Created a cohesive digital experience focused on improving accessibility and engagement for parents.



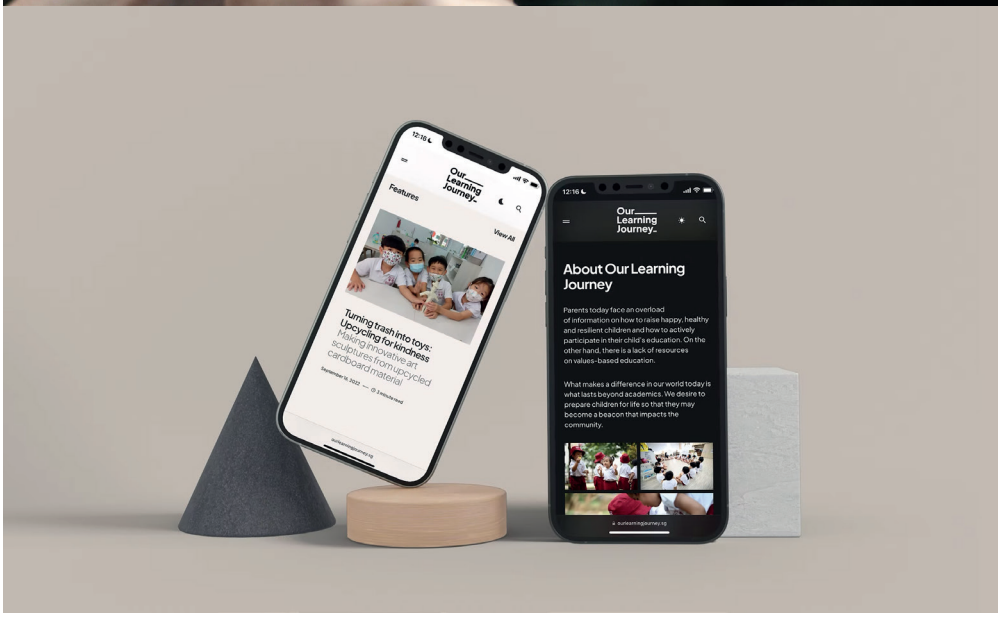


Hello!
I’m Hazel Chen.

ANGLICAN PRESCHOOL SERVICES (APS)
— OUR LEARNING JOURNEY
–
Website Design (UX/UI)

Led the UX/UI design of Our Learning Journey, a mobile-first blogsite connecting Anglican Preschool Services with parents and the wider community. Developed user personas, journeys, site structure and prototypes, and supported website template customisation and content development.





Hello!
I’m Hazel Chen.

ARTYZEN HABITAT

–

Brand Identity & Guidelines

Led the complete brand identity development for Artyzen Habitat, a modern lifestyle hotel, from initial brief and creative concept through to final execution. Created the brand identity from scratch, including logo design, colour palette, typography, visual applications and comprehensive brand guidelines.



Hello!
I’m Hazel Chen.

ARTYZEN HABITAT

–

Brand Identity & Guidelines

Led the complete brand identity development for Artyzen Habitat, a modern lifestyle hotel, from initial brief and creative concept through to final execution. Created the brand identity from scratch, including logo design, colour palette, typography, visual applications and comprehensive brand guidelines.





Hello!
I'm Hazel Chen.

RAFFLES INSTITUTION
— ART SEASON BROCHURE
–
Editorial Design &
Print Production

Managed the Arts Season brochure project from initial brief and creative concept through to final print production. Developed the editorial design, typography and visual direction, including artwork preparation, printer coordination and print checks.





Hello!
I'm Hazel Chen.

RAFFLES INSTITUTION
— ART SEASON BROCHURE
–
Editorial Design &
Print Production

Managed the Arts Season brochure project from initial brief and creative concept through to final print production. Developed the editorial design, typography and visual direction, including artwork preparation, printer coordination and print checks.

