

Hello! I'm Hazel Chen.

www.imhazelchen.com

+65 9366 9750

hazelchenxp@gmail.com

TOP 5 CLIFTON STRENGTHS

1. Relator
2. Connectedness
3. Analytical
4. Individualisation
5. Ideation

Dear Sir / Madam,

Hello, I'm Hazel Chen, I am an experienced graphic designer with over 10 years of extensive experience working in design agencies. I have had the opportunity to work with numerous clients and organisations on various projects from concept to finish.

My expertise lies in a range of design fields, including brochures, annual reports, editorial, corporate identity, branding strategy, and environmental branding. In recent years, I have also gained exposure to online platforms for web user experience, videos, and digital marketing.

I believe that my extensive experience in design agencies has equipped me with the necessary skills to succeed in any field. As a creative and experienced Graphic Designer, I have learned to approach a wide range of projects with an open mind and a fresh perspective. I am confident that my ability to provide effective design solutions that meet your company's needs will be an asset to your team.

I am passionate about collaborating with cross-functional teams to produce quality designs that align with the client's vision. My ability to manage projects from start to finish and proficiency in design software such as Adobe Creative Suite like Indesign, Illustrator, Photoshop, Premiere Pro and Figma makes me a valuable addition to your team.

Thank you for considering my application. I am excited about the opportunity to contribute my skills and expertise to your company. Please find my attached [CV](#) and [some samples of my previous works](#) for further information. You may also visit my portfolio website at www.imhazelchen.com for more projects.

Sincerely,
Hazel Chen

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EDUCATION

June 2021 to June 2022

–

Nanyang Polytechnic
Specialist Diploma in
User Experience Design
& Management

1999 to 2002

–

Temasek Polytechnic
Diploma in
Visual Communication

AWARDS

May 2023

–

Born Group Award
Outstanding Academic
Performance :
Specialist Diploma in
User Experience Design
& Management

SOFTWARE & PLATFORM PROFICIENCIES

Adobe Indesign
Adobe Illustrator
Adobe Photoshop
Adobe Premiere Pro
Adobe Acrobat
Figma
Elementor WordPress
Squarespace
Wix

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JOB EXPERIENCES

KooBits Learning Pte. Ltd

–

Senior Digital Designer (Marketing Team)
June 2023 to Present

- Strategising and execution on compelling concepts that help attract users to our product
- Create high-performing marketing visual assets across channels
- Manage design workflows and requests for marketing campaigns and product launches
- Empathise, Research, Ideate, Conceptualise, Execute and Iterate

Anglican Preschool Services

–

Senior Designer (Marketing & Communications)
June 2021 to December 2022

- Co-led and execution of branding and rebranding exercises
- Oversee, create and develop marketing communications collaterals for online and offline
- Manage design projects from initial concept through to final execution and post-production
- UX design lead for creatives and marketing communications from concept, UX and design to implementation across the organisation
- Key player responsible for the creation of brands' website
- Collaborate with stakeholders and presentations to help them understand the importance of UX
- Participate in brainstorm sessions to develop user-centric options

Anglican Preschool Services

–

Designer (Marketing & Communications)
March 2018 to June 2021

- Execute the brand design and create all visual for online and offline
- Create and develop marcom collaterals and manage design projects from initial concept through to final execution and post-production
- Deliver high-quality, engaging and on-brand designs (desktop, mobile, web-ready graphic, print production, event media)

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- Liaise and coordinate with print vendors, agencies, and other external production resources
- Manage photoshoot/ video concepts, art direction and production
- Content creation for social media platforms (Instagram and Facebook)

Egg Creatives Pte Ltd

Art Director

January 2013 to March 2018

- Generating original concepts and visual executions that are both exciting and creatively attractive
- Participate in brainstorm sessions and help Designers/ Senior Designers to develop creative ideas for various proposals
- Present completed ideas to team members
- Incorporate feedback from team members and clients to provide better design solutions
- Work with Creative Director and Senior Art Director to establish directions
- Direct and manage photoshoots concepts and composition
- Take work from concept to final execution within deadlines
- Manage, guide and delegate responsibilities to other designers

greymatter williams and phoa (Asia)

Junior Design Director

April 2011 to November 2012

- Participate in brainstorm sessions and develop creative ideas for annual reports based on briefs
- Deliver proposals and actual project works of the highest quality
- Work with Design Director and Account Managers to establish appropriate creative directions
- Assist the Design Director in directing and managing photoshoots
- Supervision of typesetting and digital imaging throughout design projects

Pinkocchio Pte Ltd

Senior Designer

February 2007 to December 2010

- Oversee print design projects, from concept to final artwork
- Design original pieces, including layout, illustrations and infographics
- Generate ideas to portray concepts and advertise products/ services
- Maintain brand consistency throughout all design projects

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Bungee Associates

-

Freelance Designer

2006 to 2007

- Understand design briefs, determine requirements, timeline and define budget constraints
- Conceptualise visuals based on briefs and prepare proposal presentations
- Work with copywriters and the creative director to produce final design

FSD Pte Ltd

-

Designer

2005 to 2006

- Study design briefs and determine requirements
- Assisting Art Director/ Senior Designer with layout and typesetting
- Conceptualise visuals based on requirements
- Amend designs after feedback
- Ensure final artworks are properly packaged for post-production

CLIENT EXPERIENCES

Amara Holdings, Anglican Preschool Services, Artyzen Hospitality Group, Banyan Tree Holdings, Chosen Holdings Limited, EDL Pte Ltd, Free Space Intent (FSI), Ho Bee Land, Housing Development Board (HDB), Hutchison Port Holdings Trust, Hyflux Ltd, i Light Marina Bay, JurongHealth, Keppel Corporation Limited, Knight Frank, LG Electronics Singapore, Little Seeds Preschool, Luxasia, Millennium & Copthorne Hotels plc, Mount Alvernia Hospital, National Trades Union Congress (NTUC), NTUC First Campus, National University of Singapore (NUS BLOCK71), Office of the Public Guardian (OPG), Petra Foods Limited, Raffles Institution, SBS Transit, Sembcorp Industries, Sim Lian Group Limited, Singapore Good Design Mark, Sma Institute of Higher Learning, Sniper Capital Limited (Macau Property Opportunities Fund (MPO), StarHub, St. James' Church Kindergarten, Tan Tock Seng Hospital, Timberland, United Engineers Limited, United Envirotech Ltd

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UNITED ENGINEERS LIMITED

–

Annual Report



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UNITED ENGINEERS LIMITED

—

Annual Report



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Annual Report



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UOL GROUP LIMITED

-

Property Launch Proposal



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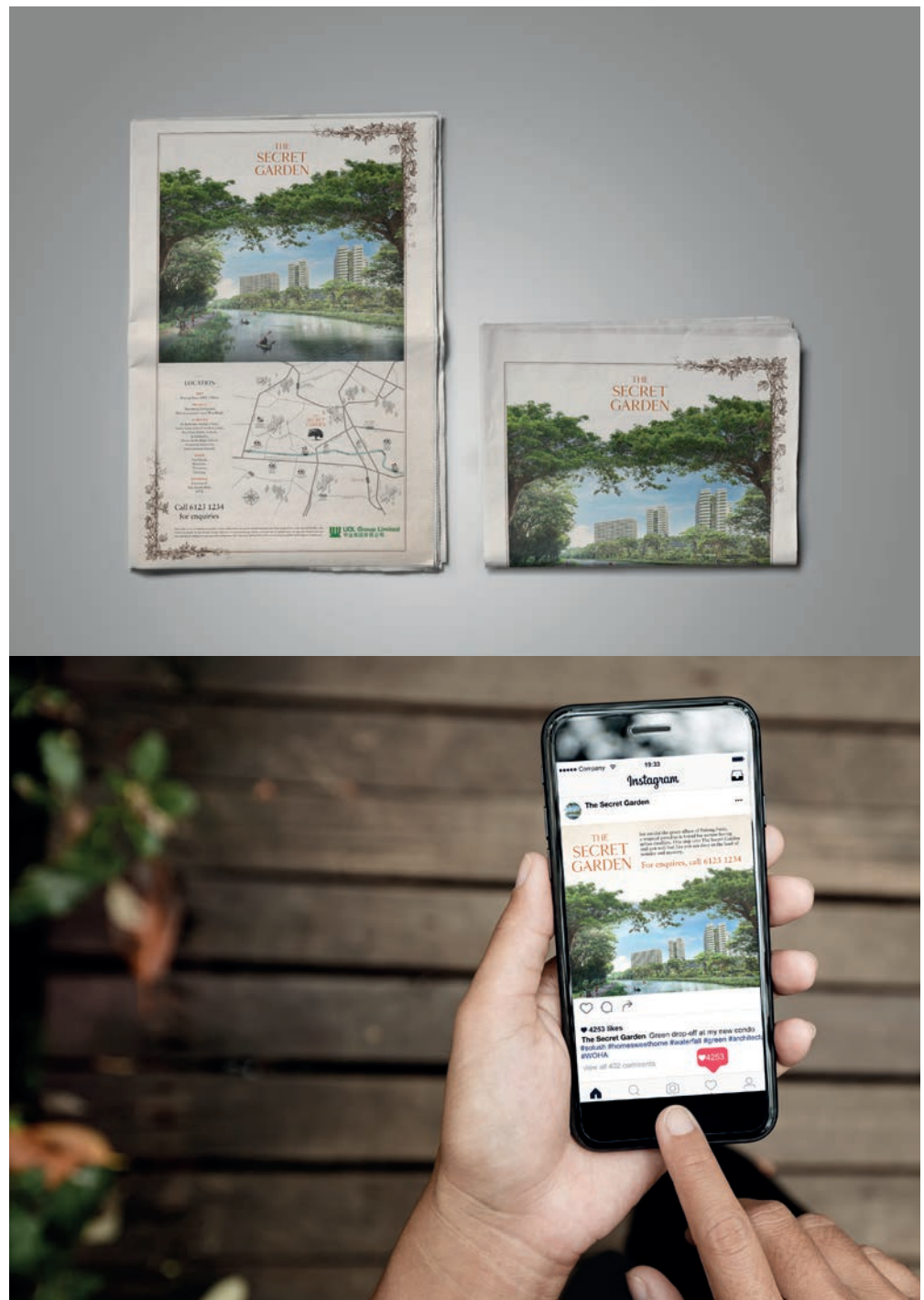
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ARTYZEN HABITAT

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Branding



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Branding



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RAFFLES INSTITUTION

Art Season Brochure



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