

CHOONG PEI SHAN

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PERSONAL STATEMENT //

A Front-End Web Developer trained in design and effective communication platforms. Looking to expand her career with UXUI. I create with HTML, CSS and basic jQuery, as well as Photoshop and Illustrator.

Extremely meticulous in looking out for bugs or glitches that are easily overlooked.

CERTIFICATION //

2011	Diploma in Multimedia Design The One Academy, Malaysia
2017	UiUx : Human-Centered Design for Digital Experience Temasek Polytechnic

LANGUAGE SKILLS //

English	▲	▲	▲	▲	△	△
Mandarin	▲	▲	▲	▲	▲	△
Cantonese	▲	▲	▲	▲	▲	△
Malay	▲	▲	▲	△	△	△

CODING SKILLS //

HTML	▲	▲	▲	▲	▲	△
CSS	▲	▲	▲	▲	▲	△
jQuery	▲	▲	▲	△	△	△

PROGRAM SKILLS //

Adobe Photoshop	▲	▲	▲	▲	△	△
Adobe Illustrator	▲	▲	▲	▲	△	△
Sublime Text	▲	▲	▲	▲	▲	△
Microsoft Word	▲	▲	▲	△	△	△
Microsoft PowerPoint	▲	▲	▲	△	△	△

EXPERIENCE //

2011 - 2012	Web Designer BBDO Proximity, Malaysia
2012 - 2016	Web Designer / Multimedia Developer Interruptive Communications, Singapore
2016 - 2017	Interactive Developer Interruptive Communications, Singapore
2018 - 2018	Freelance digital designer -
2018 - 2018	Digital Designer Timmerman & Tan, Singapore

DIGITAL //

Worked alongside talented creative and tech teams, as well as dedicated suits, to deliver the following projects and campaigns:

- ▶ **Website development** (Ion Orchard Traveler, Nemesis Pictures)
- ▶ **Microsites development** (Sony AP, Sony SG, Epson, Cycle&Carriage)
- ▶ **Ecommerce Sites design & development** (OneZero10)
- ▶ **Web Pages development** (Singtel, Synrgic, Cycle&Carriage)
- ▶ **Hubpages & Overview Tabs development** (Sony SG)
- ▶ **UI re-layout and content arrangement** (Epson page)
- ▶ **Personal Blog Design & Development**
- ▶ **EDMs design/developemnt** (Agilent, BBC Viki, Electrolux, Sony SG, Cycle&Carriage, Epson, Citroën, Mitsubishi, Uniqlo, Bosch, FairPrice)
- ▶ **e-Newsletters development** (Sony SG)
- ▶ **Digital banners** (SONY SG, Electrolux, Insing, Citroën, Epson, MSIG, Cycle&Carriage, FairPrice)
- ▶ **Website maintenance** (Singtel, Ion Orchard Traveler, Forum The Shopping Mall, Hilton SG, Citroën)
- ▶ Guided interns for EDMs/Digital banners
- ▶ Other online marketing collateral e.g. Facebook cover, Facebook post, instagram post

