

# SHIKEE SOH

CREATIVE / VIEW MY  
DESIGNER / PORTFOLIO

## TRANSMISSION

Full-time • 5 yrs 8 mos

- **ART DIRECTOR, SYDNEY, AUSTRALIA**  
Jan 2024 - Present • 1 yr 6 mo
- **SENIOR DESIGNER, SINGAPORE**  
Jan 2021 - Dec 2023 • 3 yrs
- **DESIGN CONSULTANT, SINGAPORE**  
Nov 2019 - Jan 2021 • 1 yr 1 mo

Delivered award-winning B2B digital campaigns by translating strategic insights into impactful visuals. Collaborated with multidisciplinary teams to develop campaign messaging, user flows, UI design, and prototypes.

## BLANC GROUP

**SENIOR GRAPHIC DESIGNER, SINGAPORE**

Full-time • Jan 2019 - Nov 2019 • 11 mos

Designed multi-channel campaign materials for clients including DBS, UOB, and TripAdvisor. Managed multiple projects simultaneously, delivering high-quality print and digital assets under tight timelines.

## HOTWIRE APAC

(FORMERLY GETIT COMMS)

**SENIOR PRODUCER - GRAPHIC DESIGN, SINGAPORE**

Full-time • Oct 2015 - Oct 2018 • 3 yrs 1 mo

Led end-to-end creative execution for B2B digital campaigns, from concept development to multi-format design assets—including landing pages, eDMs, infographics, eBooks, and more. Collaborated with local and international clients such as StarHub, Orange, Cisco, Visa, and Penta Security.

## BABA & NYONYA

**HERITAGE MUSEUM**

**GRAPHIC DESIGNER, KUALA LUMPUR, MALAYSIA**

Contract • Sep 2014 - Aug 2015 • 1 yr

Redesigned brand identity and merchandising for the museum. Collaborated with museum curator and suppliers to develop cohesive branding, signage, and retail products, enhancing visitor experience and revenue.

## SKILLS

Wireframes, User Experience, User Research, User Interface Design, Digital Creatives, Branding, Packaging, Storyboarding for Motion Graphic

## APPLICATIONS

Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign, Xd), MS Powerpoint

## EDUCATION

Dasein Academy of Art  
Diploma, Graphic Design

2011 - 2014 • Grade: 2:1

## LANGUAGES

Chinese • Native or bilingual  
English • Full professional  
Malay • Professional working

## PASSIONS

Drawing, Traveling, Reading

## REFERENCE

### 01 CHRISTOPHER KOO

Senior Copywriter  
ckooowh@gmail.com

### 02 DORA AUGUSTIN

Senior Product Designer  
Dora.augustin@gmail.com

## CONTACT

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