

SHIKEE SOH

PORTFOLIO

TRANSMISSION

Full-time • 6 yrs 1 mo

- **ART DIRECTOR, SYDNEY, AUSTRALIA**
Jan 2024 - Present • 2 yrs
- **SENIOR DESIGNER, SINGAPORE**
Jan 2021 - Dec 2023 • 3 yrs
- **DESIGN CONSULTANT, SINGAPORE**
Nov 2019 - Jan 2021 • 1 yr 1 mo

Deliver award-winning B2B digital campaigns by translating strategic insights into impactful visuals. Collaborate with multidisciplinary teams to develop campaign messaging, user flows, wireframe, 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

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 (HTML5), Branding, Packaging, Storyboarding, and AI video

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

CONTACT

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- Portfolio

REFERENCE

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