

Shikee Soh

Senior
Design
Manager

Senior design leader with close to a decade of B2B agency experience across APAC, spanning Singapore and Sydney. Proven track record delivering award-winning campaigns and digital experiences for global technology brands including Microsoft Surface and Schneider Electric.

Combines strong creative direction with a systems-thinking approach, hands-on front-end capability (HTML/CSS), and deep fluency in AI-assisted creative workflows.

From brief to build — I close the gap between creative direction and production.

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- ✓ Full Australian working rights

Experience

SENIOR MANAGER, DESIGN

OCT 2023 – PRESENT

Transmission • Sydney, Australia

- Lead design for Microsoft Surface global B2B campaigns, delivering across landing pages, eDMs, HTML5 banners, and social at worldwide scale.
- Architected a custom HTML/CSS module library for Schneider Electric's Enterprise IT Expansion ABM program, enabling personalised digital experiences across Pacific, India, MEA and ANZ markets.
- Presented an agency-wide AI workflow capability programme, framing AI-assisted HTML production and AI video generation (Seedance, NanoBanana, ChatGPT) as a design leadership competency — expanding team capability without additional developer resource.

SENIOR DESIGNER

JAN 2021 – OCT 2023

- Delivered integrated B2B campaigns across digital, social, and content for technology and enterprise clients.
- Managed end-to-end creative execution from brief to delivery across multiple concurrent accounts.
- Collaborated with strategy, copy, and experience design teams across APAC offices.

DESIGN CONSULTANT

NOV 2019 – JAN 2021

- Developed campaign assets and digital creatives for regional B2B clients across technology and financial services sectors.

SENIOR GRAPHIC DESIGNER

JAN 2019 – NOV 2019

Blanc Group • Singapore

- Designed multi-channel campaign materials for clients including DBS, UOB, and TripAdvisor, delivering high-quality print and digital assets across concurrent projects.

SENIOR PRODUCER, GRAPHIC DESIGN

OCT 2015 – OCT 2018

Hotwire APAC • Singapore

- Led end-to-end creative execution for B2B digital campaigns including landing pages, eDMs, infographics, and eBooks for clients such as StarHub, Cisco, Visa, and Penta Security.

Skills & Tools

Creative Direction • Design Direction • Wireframing & Prototyping • Design Systems • AI Creative Workflows

TOOLS

Figma • Adobe Creative Suite (Illustrator, Photoshop, InDesign) • Microsoft PowerPoint • Weave.ai

Education & Recognition

Google UX Design Certificate
Google / Coursera

Diploma in Graphic Design
Dasein Academy of Art, Kuala Lumpur

Award Recognition
2x award-winning B2B campaigns delivered at APAC and global scale