



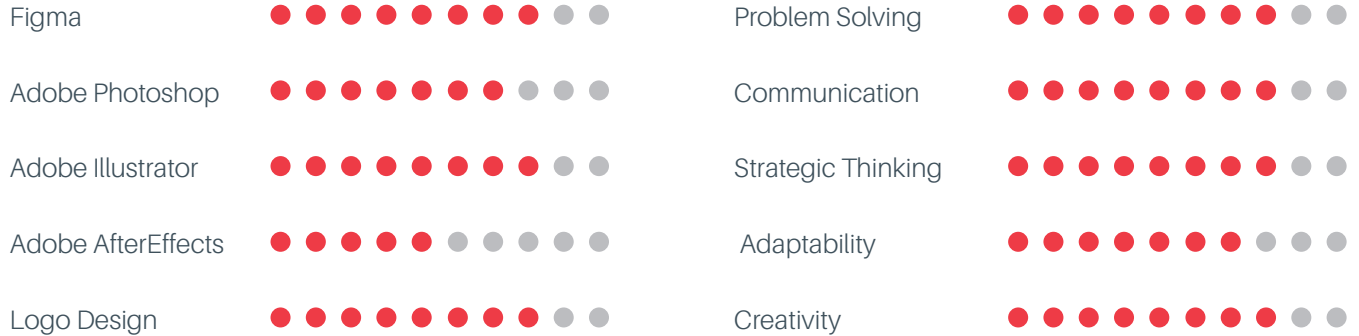
Grace Ho

VISUAL DESIGNER

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skills



profile

I'm a dedicated and experienced designer with a passion for user interfaces and experiences.

I'm skilled in problem solving, brand development and logo design. I am also a good communicator and analyse problems from multiple perspectives to try and find creative and efficient solutions to problems. With over five years of experience in graphic design, as well as experience in brand activation, retail design and product marketing, I enjoy creating memorable experiences for users and consumers.

I'm known for my aesthetics and design skill, as well as quick turnover. I keep up to date with design trends, and am open to adopting new and creative solutions to obstacles projects may face.

I'm looking forward to being in a role where I can apply myself to the best of my ability; where I can constantly challenge myself and grow both professionally and as a person.

work experiences

- 10.23-pres** ● **English Tutor**
Smargent Tuition

Grade Elementary School Education (Grades 1 -10)
Designed and implemented engaging English language lessons for elementary school students, primarily from China, focusing on language acquisition, reading, writing, and

Developed and customized teaching methods to cater to diverse learning styles, ensuring a supportive and inclusive learning environment for all students.

Wrote detailed feedback reports for students and their parents, providing comprehensive assessments of their progress and areas of improvement fostering continuous learning and development.

Secondary School Education (O Level Exam Preparation)
Prepared secondary school students for O level English exams, delivering targeted lessons to enhance their language proficiency and exam-taking strategies.

Effective Communication and Classroom Management
Makes use of proficiency in spoken Chinese to effectively communicate with students, ensuring their active participation, understanding and cooperation in class.
- 10.23-pres** ● **English Tutor**
Tropics Language School

Early Childhood Education (ages 6-8) for Japanese Students
Taught English language skills to young Japanese learners, ages 6-8, employing interactive and age-appropriate teaching methods to enhance their vocabulary and

Leverage fluency in the Japanese language to facilitate clear communication, ensuring a smooth learning experience and enabling effective teaching of vocabulary and grammar.

work experiences

02.22-05.23

● UIUX Designer

Undercurrent Technologies

Logo and Branding Design

Created compelling logos and branding kits based on client briefs, ensuring a strong branding identity for various projects.

Web and Mobile Interface Design

Designed clean, user-centric interfaces for web and mobile applications, focusing on web3 centric projects, and ensuring seamless user experiences.

Content Strategy and Creation

Wrote, designed and edited web page content, ensuring consistency in messaging and brand voice across digital platforms.

Information Architecture

Organized information architecture and assigned hierarchy to prioritize information, achieving optimal user experiences while adhering to branding guidelines.

Prototyping and Wireframing

Developed detailed wireframes and high-fidelity iterations of user interface designs, including functional prototypes, to visualize and validate design concepts for clients.

Collaboration and Communication

Collaborated with management and development teams to prioritize needs, resolves conflicts, develop content criteria, and choose solutions, fostering effective communication and project coordination.

Quality and Assurance

Conducted rigorous quality assurance checks on projects before and after launch, identifying and rectifying bugs and errors to ensure top-notch user experience quality.

Client Interaction

Edited and revised designs based on feedback from clients and team, ensuring client and stakeholder satisfaction and project alignment with stakeholder's vision.

04.19-10.21

● Creative Lead

Muse Communication SG

Branding and Graphic Design

Created and directed relatable campaign logos for marketing endeavors, subsequent collaterals, and also build the branding of Muse Singapore and Hakke!Online, as well as the physical retail shop.

Marketing and Visual Merchandising

Conceptualized marketing campaigns and Visual Merchandising campaigns and strategies to drive growth, enhance retail experience and user experience for both online and offline platforms.

Web and Mobile Interface Design

Designed both web and mobile interfaces for Hakke!Online, as well as Muse SG's Corporate site.

Team Leadership

Led both the Marketing and Creative teams, fostering collaboration, creativity and a results-driven approach while maintaining rapport.

Event Planning and Execution

Planned and budgeted for appearances at conventions and events, from layout planning to graphics and marketing plans, as well as proposals for guest invites.

Responsible for event guests' entertainment, and interpretation (JP-EN-JP).

work experiences-

03.18-03.19

● Events Executive

Magika

Event and Graphic Design

Designed logos and branding guides for all events organized, as well as the company logo, name card and letterhead.

Produced large format artwork for event use, created and produced collateral (pamphlets, posters, flyers, etc.) for events in the pop-culture space.

Organized and created assets for event and company website. Designed the event website and landing page for Asia G.A.M.E. Festival, a collaboration between SCOGA (Singapore Cyberports and Online Gaming Association).

Guest Liaison and Reception

Acted as interpreter and stage manager for guest events and stage segments.

Received and entertained guests from overseas, including arranging transport, accommodation and budgeting.

Liaised with guest management to arrange for guest appearances for events.

Event Planning and Project Management

Conducted market research and on-the-ground analysis of competitors, as well as target audience behaviours.

Created and brainstormed potential events ideas and prepared pitch decks.

07.17-02.18

● Management Trainee

Sang Choy International

Graphic Design

Designed logos and branding assets for events, as well as company greeting cards, calendars and pitch decks.

Event Planning and Administration

Acted as secretary to the CEO, and handled administrative matters, including liaison with collaborators, setting up meetings, organizing schedules, taking meeting minutes and translation of meeting minutes (EN-CN)

Brainstormed and conceptualized pop culture events and activities and created pitch decks for stakeholder consideration.

Translated documents and contracts from English to Mandarin and vice versa.

Conducted market research on various pop-culture events world wide.

03.18-03.19

● Development Executive

Bushiroad Inc.

Project Management

Managed the English Version of "Weiss Schwarz" Card Game.

Planned every aspect of production: comprehensive timeline planning, localization of cards (JP-EN), drafting and sending contracts to licensing parties and ensuring their

Conducted rigorous card and product checks to ensure quality and adherence to standards, contributing to a seamless gaming experience for players.

Collaboration with Cross-Functional Teams

Worked closely with the marketing team, actively participating in their efforts to promote the game, enhancing brand visibility and player engagement.

Coordinated with external parties for production, ensuring efficient collaboration, rapport and timely delivery of game-related materials.

work experiences

03.18-03.19

Development Executive

Bushiroad Inc.

Maintaining Strong Relationships

Established and nurtured positive relationships with Japanese license holders and the Bushiroad Japan Development team, fostering effective communication and collaboration for ongoing and future projects.

Active Participation in Tournaments and Events

Actively participated in tournaments and events related to "Weiss Schwarz", representing the brand and engaging with the gaming community, furthering brand loyalty and awareness.

03.18-03.19

Game Specialist

Awecent

Animation and Design

Created engaging animations and visually appealing designs for various projects, enhancing user experience and brand visibility.

Developed eye-catching banners and graphics, ensuring consistent and attractive visual representation across digital platforms.

Storyboarding and Game Management

Developed detailed storyboards, visualizing creative concepts and ensuring alignment with project goals.

Managed gaming activities, ensuring smooth gameplay experiences for users and overseeing game-related processes and events.

Customer Service and Game Reports

Delivered exceptional customer service, addressing inquiries, resolving issues, and fostering positive relationships with clients and players.

Compiled comprehensive game reports, providing insights and recommendations for improving gameplay, user engagement, and overall experience.

education

2010-2014

Bachelors of Fine Arts in Digital Animation (Honors)

Nanyang Technological University

Graduated with Honours (Second Lower)

Chair person for Visual Arts Society (Comics Ensemble) 2010-2011

Active member of Music District (performance club) 2010-2013

2008-2009

Serangoon Junior College

Completed A levels in Serangoon Junior College.

2007

Pioneer Junior College

Completed Project Work modules and Chinese Modules in Pioneer Junior College.

2002-2006

Bukit Merah Secondary School

Completed O levels in Bukit Merah Secondary School.

1997-2001

C.H.I.J Kellock

Completed Primary School Leaving Examination in C.H.I.J Kellock.

certificates & awards

2023

● **Certificate in Teaching English to Speakers of Other Languages (CELTA)**

Cambridge

Completed an 8 week intensive course and graduated with a Pass B grade.

2021

● **UIUX Bootcamp**

Vertical Institute

Completed a 4 week bootcamp at Vertical Institute on the basics of User Interface and User Experience design. Successfully completed a prototype mock-up of capstone project: a mobile budgeting application.

2019

● **Japanese Language Proficiency Test N1**

The Japan Foundation

Successfully passed the Japanese Language Proficiency Level N1.

2018

● **ComixJam 24-Hour Comic Competition (Winner)**

NAFA

Participated and won the ComixJam 24 Hour Comic Competition.

2017

● **Professional Certificate in Concept Art for Games and Films**

M.A.G.E.S

Successfully completed a short course in Concept Art for Games and Films.