



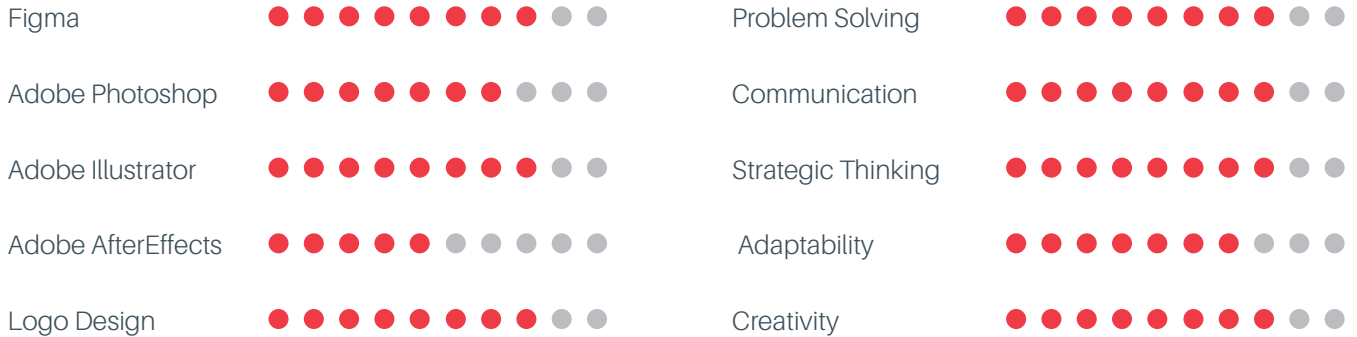
Grace Ho

VISUAL DESIGNER

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skills



profile

I'm a skilled UIUX Designer with a passion for creating innovative and visually appealing digital experiences.

I have more than 5 years of experience in graphic and visual design, and am adept at collaborating with clients and cross-functional teams to drive project success. I have experience in all aspects of the design process, from conceptualization to delivery. I also stay updated with emerging design trends and technologies.

I aim to create products that not only meet user needs but exceed expectations, leaving a lasting impression on the digital landscape. I hope to find opportunities to work on challenging projects where I can apply my expertise and passion, as well as continue to learn how to better shape the future of use experiences.

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.

work experiences

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 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.

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).

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.

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

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

UI/UX 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

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