

Grace H.

Visual Designer · Creative Marketer · Cross-Cultural Storyteller

hoywgrace@gmail.com · +65 8189 8206 · hoywgrace.com · LinkedIn · Singapore

PROFILE

Visual designer and creative marketer with nearly a decade of experience spanning brand identity, campaign design, and localised visual storytelling — with a strong foundation in Southeast Asia and cross-cultural content ecosystems. Deep background in Japanese and Chinese entertainment IP, anime retail, and fan community marketing. Naturally drawn to creative work that crosses cultural and geographic boundaries, with an interest in how visual and marketing strategies adapt across diverse international markets. Proficient in AI-assisted design workflows including Adobe Firefly for visual ideation and reference generation, and AI tools for research and copy. Fluent in English, Japanese (JLPT N1), and Mandarin.

SKILLS & TOOLS

Visual Design	Brand identity · Campaign design · Visual storytelling · Design systems · Visual asset management
Marketing	Creative marketing · Localised campaign strategy · Event design · IP licensing
AI & Tools	Adobe Firefly (generative AI reference & ideation) · AI-assisted research workflows · AI copywriting tools · Figma · Adobe Illustrator · Photoshop · AfterEffects · Webflow
Cross-cultural	Southeast Asia market experience · Japanese & Taiwanese licensor liaison · Localised marketing materials · JP↔EN↔CN translation
Languages	English (native) · Japanese (JLPT N1) · Mandarin (fluent)

EXPERIENCE

UI/UX & Visual Designer

May 2024 – Present

Hendricks Corp Pte Ltd · Singapore

- Led visual design and brand identity for an AI video analytics company, establishing a cohesive visual language across digital products, marketing materials, and campaign assets.
- Designed and maintained a design system unifying product UI with overarching brand guidelines, improving team design efficiency and visual consistency.
- Conceptualised and designed marketing campaigns and event booth visuals, creating a cohesive brand experience that directly contributed to an increase in qualified leads.
- Leveraged AI-assisted workflows including Adobe Firefly for visual ideation, style exploration, and reference generation to accelerate the creative process.
- Conducted user research to inform both visual design decisions and product strategy, balancing aesthetic expression with user experience.

UI/UX & Brand Designer

Feb 2022 – May 2023

Undercurrent Technologies Pte Ltd · Singapore

- Designed and delivered visual interfaces for web and mobile products, collaborating with developers to ensure design integrity across all touchpoints.
- Developed and executed branding and visual design assets strengthening company identity across digital presence and events.
- Designed an end-to-end NFT marketplace product (unreleased), spanning UX flows, visual design, and brand identity for a web3 platform.

Creative Lead

Apr 2019 – Oct 2021

Muse Communication Pte Ltd · Singapore

- Led visual design strategy and art direction for corporate and retail divisions of a Japanese entertainment IP company, building the company's creative function from the ground up.
- Managed the full visual design lifecycle for IP marketing campaigns — from key visual creation to print and digital assets (flyers, posters, standees) and spatial design for retail environments.
- Conceptualised and led visual design, budgeting, and vendor liaison for the company's retail and thematic booths at Anime Festival Asia 2019, creating an engaging fan experience for Southeast Asian audiences.
- Liaised routinely with Japanese and Taiwanese licensors, ensuring brand consistency and authentic visual representation in all localised marketing materials for the Southeast Asia market.
- Established visual identity systems for all corporate and retail divisions, with a strong awareness of anime and youth culture aesthetics.

Marketing Executive

Apr 2019 – Oct 2021

Muse Communication Pte Ltd · Singapore

- Spearheaded the launch event and opening campaign for Hakken!, a Japanese anime merchandise retail brand in Singapore — from brand concept to opening-day campaign.
- Led and conceptualised localised marketing campaigns for the Southeast Asia market, driving measurable increases in sales and qualified leads.
- Conducted market research and trend analysis to inform merchandise selection, with a focus on Japanese pop culture preferences in the SEA region.
- Established and led a JP↔EN content translation pipeline, including translator vetting and quality management.

Events Executive / Visual Designer

Mar 2018 – Mar 2019

Magika Pte Ltd · Singapore

- Operated as de facto creative director in a lean startup, owning the end-to-end visual design for flagship pop-culture events — Asia GAME Festival and aniSONIC — from ideation decks, logos, and websites to on-site signage and spatial design.
- Spearheaded foundational brand identity from concept to launch, designing the core logo and establishing visual guidelines for all event marketing.
- Bridged communication between Japanese partners and local teams, managing translation and cross-cultural liaison for smooth creative collaboration.

Development Executive

Jun 2016 – Jun 2017

Bushiroad International · Singapore

- Managed the full product lifecycle for the English localisation of Weiss Schwarz, including JP↔EN translation, product development, and collaboration with the Japan-based team.
- Served as key liaison between Japanese licensors and the local marketing team, ensuring brand consistency, cultural accuracy, and project alignment across markets.

Freelance Illustrator & Visual Designer

Oct 2023 – Present

Self-Employed

- Delivered digital illustrations and visual design assets for clients, with a focus on character-driven and pop-culture adjacent visual storytelling.

EDUCATION

Jun 2026 – Present

|MA Creative Marketing & Branding (Online) · University of Southampton, Winchester School of Art

2010 – 2014

|BFA Animation, Interactive Technology, Video Graphics & Special Effects · Nanyang Technological University, Singapore

Oct 2021

|UX Design Bootcamp · Vertical Institute

ADDITIONAL

Industry passion

Deep personal engagement with anime, manga, gaming, and Chinese/Japanese pop culture — as a consumer, creator, and community member