



Edward Wong

Graphic Designer

"People ignore **design**
that ignore people."

Frank Chimero.

About

Advertising Designer in Singapore for over 10 years, I excel in graphic design, project management, and brand development. I deliver high quality work for clients and lead successful projects. My passion for creativity and results driven approach make me a valuable addition to any team.



Name
Edward Wong



H.P. / WhatsApp
+65 8411 8993



Email
cming401@gmail.com



Location
Singapore



Availability
Less than a week



Expected Salary
SGD 2800

Education



Diploma in Advertising Design
APRIL 2008 - OCTOBER 2010
Southern University College



After Effects CC Essential Training
APR 2024
LinkedIn Learning



Google UX Design
APR 2024
Coursera : Google

Language



Mandarin
Native



English
Intermediate

PORTFOLIO url:

<https://tinyurl.com/edwardwportfolio> (Behance)

WORK EXPERIENCE



Graphic Designer
PGS DESIGN PTE LTD

MAY 2019 - Present

Singapore
#F&B

- Interact with clients to comprehend their design requirements.
- Edited in-house photographer's photos, focusing on color correction and detail enhancement, & digital imaging.
- Developed and maintained client brand identities to enhance brand awareness.
- Created collateral materials including signage, menus, and TV motion slides to support branding strategies for local SMEs and listed companies.
- Performed administrative tasks as required.

#Customer Liaison #Photo Editing #Brand Identity Management #Collateral Development



Graphic Designer
IDEAS THAT WORK PTE LTD

MAY 2017 - MAY 2019

Singapore
#FMCG

- Conceptualized graphic design services, focusing on creativity.
- Developed collateral materials such as posters, POSM, and retail displays to support MNC listed companies' branding efforts.
- Managed final execution, production coordination, and third-party contractors for projects.
- Coordinate with overseas vendors, such as China, Malaysia, and the USA.

#Creative Conceptualization #Collateral Development #Project Management



Designer Cum Account Executive
VISION DISPLAY PTE LTD

JUNE 2015 - MAY 2017

Singapore
#SPORTWEAR

- Independently liaised with clients and adhered to guidelines provided by US headquarters for visual merchandising.
- Managed project budgets including material and labor costs.
- Oversaw projects from inception to completion, ensuring adherence to quality..
- Coordinated with printing, installation, carpentry, and material suppliers.
- Operated large format inkjet printer, CNC router, and laser cutting machine.

#Budget Management #Project Coordination #Equipment Operation



Sales Executive
R&F PROPERTIES SDN BHD

MAY 2014 - JUN 2015

Johor
#PROPERTIES

- Engaged in property sales activities.
- Familiarized with local real estate policies and systems.

#Property Sales #Market Knowledge



Graphic Designer
LH.M ADVERTISING PTE LTD

APR 2013 - APR 2014

Singapore
#DESIGN AGENCY

- Oversaw projects for a local hypermarket, encompassing press ads, branding development, posters, POSM, catalog design, and brand identity.
- Collaborated closely with the Art Director to create templates for team use. executives, ensuring timely completion and adherence to client specifications.
- Empathy & executed request provided by account executives
- Leveraged in-depth understanding of clients and their specific requirements to effectively assign tasks to team members.

#Creative Design #Brand Identity #Team Collaboration



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APR 2024
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Native



English
Intermediate



Graphic Designer cum Sales

OCT 2010 - APR 2013

Johor

SOHO GRAPHIC STUDIO

#DESIGN STUDIO

- Conceptualized and designed branding and marketing collateral materials.
- Checked files and prepared FA for production.
- Liaised with customers, providing creative ideas to enhance company branding.

#Creative Design #Pre-Production

ADDITIONAL EXPERIENCE



Owner of Ecommerce

JUN 2020 - APR 2023

Online

SHOPEE MY & LAZADA MY

#ONLINE BIZ

- Individual fully operate a online store across multiple platform.
- Store Rating: 4.98, ensure every process is in good order.
- One-Stop operation from front-end to back-end operation.
- Analyze, monitor, and emphasis ad's performance for increase ad impressions

#Owner #One-Stop #ecommerce



Homestay Host

AUG 2018 - MAR 2020

Online

AIRBNB / AGODA / BOOKING / FACEBOOK

#SHORTSTAY

- Heads up local marketing and sales by responding to all inquiries within 24 hours resulting in a booking rate of over 95%
- Develop and implement strategies to maximize rental income
- Professional achieving 5-star ratings and Superhost Status for 3 consecutive quarters in Top Grossing listing in Johor Bahru
- Coordinate cleaning services and other vendors

#Owner #One-Stop #ecommerce

技能

Graphic Design

Adobe Creative
Cloud

Branding & Identity

Production

Print & Digital

Video Editing

Brainstorming

UX Design

Motion Graphic

软件工具



Photoshop



Illustrator



Indesign



Premiere Pro



After Effect



Figma



Google Workspace



Notion



Office 365