



Eunice Lee Lih Wei

Senior Designer CV

 Malaysian, Singapore PR

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 Choa Chu Kang Grove
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“ We can't use up creativity.
The more you use, the
more you have. ”

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EUNICE LEE LIH WEI

Senior Designer

OBJECTIVE



Creating value through creativity.

A conceptual problem solver who is strategically-centered and obsessively meticulous.

Attention to detail and balances beauty, innovation and usability.

Adaptable, organized, results and detail-oriented with excellent work ethic, strong time management and interpersonal skills.

CERTIFICATION



July 2007 - March 2010

Bachelor Degree of Multimedia with Honours

Cumulative GPA 3.47

Northern University of Malaysia

CONTACT



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EXPERIENCE



May 2024 - Present

O'meteor Creative Artel Singapore

Senior Designer

Developed visual narratives by transforming complex ideas and business information into clear, compelling presentations, graphics, and visual stories across digital and print platforms. Produced clean data visualisations, structured layouts, and simple motion assets to enhance clarity, comprehension, and engagement across campaigns.

Collaborated with content teams and clients to refine messaging, iterate on concepts, and ensure every design aligned with brand guidelines and communication goals while maintaining clarity and accuracy.

Acted as a brand custodian, upholding visual consistency and delivering polished, on-brand work under fast-paced timelines from concept to final execution.

Portfolio: SingHealth, National Dental Centre of Singapore, Eastern General Hospital, AIRO, National Institute of Education (NIE) | NTU Singapore.

April 2023 - April 2024 [Contract]

360 Communications Pte Ltd, Singapore

Art Director

Collaborated with the design team to develop innovative and visually appealing concepts for digital collateral. Contributed to brainstorming sessions and assisted in creating design strategies aligned with the brand identity and target audience.

Worked closely with account managers to understand project requirements, align design strategies, and deliver impactful design solutions that support the overall marketing objectives.

Crafted impactful corporate strategy presentations tailored for Citibank. seamlessly integrating motion graphics, charts, graphs, and data visualization to heighten overall impact and message clarity.

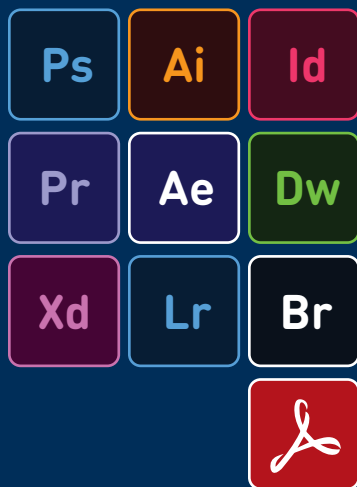
Portfolio: Citibank Singapore, Citibank International Personal Bank, Citigold Private Client, Citigold, Mastercard, Great Eastern Singapore.



SKILLS



Design Principles
Ideation
Creativity
Visual Communication
Infographic Design
Presentation Design
Motion Graphic
Typography
Problem Solving
User Experience Design
Team Work
Time Management
Coding
Adobe's Creative Apps



INTEREST



 Traveling
 Oil Painting
 Photography

December 2016 - March 2023

M1 Limited, Singapore Senior Multimedia Designer

Collaborated closely with the Marketing Communication team to design captivating and engaging content for online and offline media, aligning with M1 brand guidelines. (electronic direct mail, social media posts, e-brochure, poster, advertisement banner etc.)

Coordinated with internal and external stakeholders and resources, ensuring creative production, especially for Celtra, adhered to set timelines. Additionally, played a key role in designing and enhancing the M1 App user interface to improve overall user experience and satisfaction.

Presented ideas, concepts and design solutions to various stakeholders and incorporating their feedback into final design. (new phone launching such as iPhone, Huawei etc.)

Crafted engaging presentations for M1 Town Hall and HR events. Worked on presentation design, from initial skeleton planning, message curation, visual design including transition and motion design.

November 2015 - November 2016

Faith International Pte Ltd, Singapore Graphic Designer

Designed mobile app interface and web application to expand the business. App development using wordpress plugin (AppPresser). Built and maintained websites with various tools and technology (eg: wordpress CMS). Hands-on with online marketing with various social media platforms.

Created and maintained digital assets including but not limited to interface design files, wireframes, and interactive mockups.

June 2015 - November 2015 [Contract]

Philip Tang & Sons, Singapore Interactive Designer

Demonstrated a strong understanding of project design direction. Designed and developed user interfaces, ensuring that UI meets both functional and user experience requirements.

Deliverables included high-fidelity design mockups, wireframes, prototypes, and the production of visual assets. Thrived in a fast-paced, constantly evolving, and deadline-driven environment. Created interactive prototypes of proposed solutions and maintained a consistent design language and system for cohesive user experiences. Prepared clear and detailed interface specifications for developers.