

# Skye Lim Zhi Yu

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## EDUCATION

**LASALLE College of the Arts**

**Aug 2019 - Present**

*Diploma in Fine Arts*

- Student Representative (2020-2022)

**Dunman High School**

**Jan 2014 - Feb 2019**

*A-Level Integrated Programme*

- Vice-chairperson of Chinese Orchestra (2014-2015)
  - Vice-class chairperson (2016-2017)
  - Secretary & Corporate Relations Manager of Chinese Orchestra (2016-2017)
  - Class treasurer (2018-2019)
  - House committee member (2018-2019)
  - Executive committee member of Music Society (2018-2019)
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## GROUP EXHIBITIONS

2021: Orbit and Shine, Earl Lu Gallery, LASALLE College of the Arts, Singapore

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## WORK EXPERIENCE

**Creative & Design Intern**

**June 2021 - Oct 2021**

*Dr. Wolff Group*

- Conceptualised and designed over 400 creative and marketing collaterals for campaigns across the company's social media and e-commerce platforms
  - Created simple animations in After Effects for television commercials on local television channels, Channel 8 and 5
  - Designed print assets using InDesign for newspaper publications in Hong Kong and Impulse magazine published in Germany and Singapore
  - Filmed and produced promotional creatives for Linola and Alcina's Malaysia and Philippines' market
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**Freelance Graphic & Web Designer****Mar 2021 - Present*****MUTINY***

- Collaborated with over 20 SMEs to design their brand logos, including cryptocurrency logos
- Created marketing content in various formats (gif, png, mp4 etc.) with the use of Photoshop, Illustrator and After Effects for both digital and print marketing
- Designed and developed comic book characters in tandem with its magazine covers/posters from scratch
- Developed and copywrote over 12 websites using Elementor on Wordpress

**Frontline Executive + Material Designer****June 2020 - Dec 2020*****The Alternative Story***

- Designed graphics for books, visual texts and slides with Adobe Illustrator, Photoshop and Acrobat
- Managed customer information, created invoices and more with Salesforce
- Used ClassDojo to upload lesson content and connect with students and parents
- Created and developed customised group lesson content for students

**Private Tutor****June 2019 - Present*****Freelance***

- Developed individualised lesson plans for over 30 students according to their needs and goals
- Monitored student performance and adapted their learning objectives accordingly
- Coordinated with the students' parents and provided them with weekly progress updates, ensuring a supportive and conducive learning environment
- Specialized in educating students below the age of 12 with learning disabilities in Language Arts, Mathematics, Chinese, Art and Music

**Graphic Design Intern****Jan 2019 - Feb 2019*****Participate in Design (National Design Centre)***

- Create design layouts for various projects such as National Design Week, Arts @ MacPherson and more using Adobe Illustrator, Photoshop and InDesign
  - Designed project collaterals, branding materials and product packaging, for both print and digital use
  - Researched and wrote articles for the company's digital marketing campaigns on social media platforms such as Facebook and Instagram
  - Managed company's social media schedule and utilized social media analytics tools to track consumer engagement and analyse user data
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**Founder**

**Sep 2013 - Apr 2019**

***WiredJewelry***

- Designed and developed the brand's website, products and packaging
  - Spearheaded, created and scheduled marketing campaigns on various social media platforms such as Twitter, Instagram and Facebook.
  - Drove sales through eye-catching product photography and copywriting enticing merchandise descriptions
  - Created an immersive shopping experience through attractive UI/UX with the use of simple animations and consistent design conceptualisation
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## **SKILLS**

**Graphics Production:** Adobe Photoshop, Illustrator, InDesign, Lightroom, Procreate

**Video Production:** Adobe Premier Pro, After Effects, Final Cut Pro X, iMovie

**Audio Producton:** Audacity, Adobe Audition. Soundbridge, Garageband

**Web Development:** Wordpress, CSS, HTML

**CRM:** Salesforce, Hubspot, Zoho

**Accounting:** Xero, ZipBooks

**Microsoft Office/Google Workspace:** All

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## **QUALITIES**

Fast learner / Driven / Meticulous / Adaptable / Team Player

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