



TIFFANY TAY JUN XIN

—— 郑鈞心 ——


GRAPHIC DESIGNER


ABOUT ME


A passion-driven graphic designer skilled in Adobe Creative Suite.


With over 10 years of experience, every step has been a learning curve and continuous growth.

I am exploring for new challenges to bring ideas across effectively and aesthetically pleasing designs that resonate with audiences.

 05 Dec 1991

 Singapore, Yishun

 tiffanytayjunxin@gmail.com

 <https://www.ttjxjtt.com>

LANGUAGE

ENGLISH ● ● ● ● ●

MANDARIN ● ● ● ● ●

EXPECTED SALARY

\$4,500 per month (negotiable)

Last Drawn: \$3,800 per month



WORKING EXPERIENCE

> **GRAPHIC DESIGNER** AUG 2024 - PRESENT
POLAR PUFFS & CAKES

- conceptualise and developing of branding collaterals (brand guide, packaging, etc)
- design and develop online to offline marketing materials such as posters, tv poster, brochure, e-catalogue, POS screen visuals, online artworks, social media artworks and reels, large format printing collaterals, as well as cake designs and more
- brainstorm and create art direction for campaigns and festive launch
- propose and create packaging, sticker label, price tag design and necessary visual merchandising materials
- conduct food photography photo shoots and editing of photos after the session
- contribute in brainstorming, develop and editing of short film
- reviewing final layouts and suggesting improvements when necessary
- Liaise with vendors, agencies as well as partners to ensure optimal output of finalised materials

> **GRAPHIC DESIGNER** FEB 2021 - FEB 2024
KOUFU PTE LTD

- develop online and offline design materials for outlets and making sure the artworks are consistent to each outlet's style. Offline material such as poster, banner, sticker strips, POS visual, POS TV slides, TV screen. Online visuals such as social media post, banner, poster and thumbnail for website, food delivery platforms and in house application
- responsible in conceptualize and create visuals for outlet opening based on artist impression. Visuals such as hoarding, wall stickers, pillars, menu, opening marketing promotion material and etc (involve in more than 15 outlets opening/reopening for past 3 years)
- propose and create packaging, sticker label, price tag design and marketing artwork for inhouse new products or seasonal product launch
- support through product's photoshoot when required and assist in editing the product images

> **PROJECT OFFICER & CREATIVE LEAD** DEC 2015 - JAN 2018
SINGAPORE RESOURCE ASSOCIATION PTE LTD
reason for leaving: company ceases operation

- responsible with the overall concept, design and amending of artworks for clients and internally, which includes both traditional and digital designs
- managed a team of designers and content writers, arrange the work schedule for the team and oversees the work status of each projects
- built and maintained strong relationship with clients and vendors
- involved in Annual Gala Dinner(s) from designing of event, to event planning, to set up, to dismantle and etc



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- > **GRAPHIC DESIGNER** JUN 2015 - DEC 2015
VIBES COMMUNICATION PTE LTD
reason for leaving: left the company before it officially ceases operation
- designed, adapted and amended artworks for the majority of clients
 - prepared mock up samples for internal or client's approval and preparing final artworks for printing production
 - work hand in hand with the creative director, art director, copy-writer and client's managing team to ensure good efficient work for clients
 - offered fast response and assistance when my creative director needed me

- > **GRAPHIC DESIGNER** JAN 2013 - JUN 2015
LAGOON EVENTS AND ENTERTAINMENT PTE LTD
reason for leaving: seeking for more challenging exposure
- created designs for the company's internal visuals, traditional and digital design, for both branding and marketing purposes
 - designed marketing collaterals such as banners, EDMs, brochures, publications and etc
 - designed event's backdrop, photo walls, billboard and etc
 - illustrated event's concept through designing rough 3D layout
 - built and maintained good relationship with clients and vendors relationships
 - involved in event managing from site recce, to event planning, to set up, to dismantle and etc



EDUCATION

- > **REPUBLIC POLYTECHNIC** APR 2010 - APR 2013
DIPLOMA IN NEW MEDIA
- > **CITY COLLEGE** FEB 2009 - DEC 2009
GCE 'O' LEVEL
- > **NORTH VIEW SECONDARY SCHOOL** JAN 2004 - DEC 2008
GCE 'O' & 'N' LEVEL



SKILLS

- ADOBE ILLUSTRATOR ● ● ● ● ● ADOBE PHOTOSHOP ● ● ● ● ●
- ADOBE LIGHTROOM ● ● ● ● ● ADOBE PREMIERE PRO ● ● ● ● ●
- CAPCUT ● ● ● ● ●