

Jazmine R.

Creative Designer | Animator

CONTACT

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WEBSITES

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SUMMARY

Creative Designer with over 3 years experience is an advertising agency, where I delivered high-quality designs for branding, ads and social media content. My work spans conceptualisation, and creating of engaging key visuals and shaping the visual identity of 5 nationwide, integrated government campaigns and 6 government events for major government agencies while ensuring consistency in their branding across different assets and mediums. My signature style blends my hand-drawn illustrations with bold typography and compositions to strategically support our client's message and outreach efforts. Integrating GenAI into my creative workflow to optimise design workflows reduce time taken by 30%.

SKILLS

Disciplines: Brand Design, Visual Identity, Motion Graphics, Animation, Digital & Social Media Content, Print Design, Digital Asset Management, Stakeholder Engagement

Software: Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Adobe Premiere Pro, Adobe InDesign, ClickUp, Figma (Beginner)

AI Models used in Creative Processes: Midjourney, Gemini, ChatGPT, Claude

EXPERIENCE

XOD BOX PTE. LTD

JAN 2023 – JUNE 2026

Designer (April 2025 - June 2026)

- Integrated generative AI tools (ChatGPT, Claude, Midjourney, Gemini) to generate concepts and reduce time taken to refine concepts into key visuals by 30%
- Delivered key visuals and produced final artwork across 5 nationwide integrated campaigns and shaped the visual identity of 6 major government events with cross-platform rollout across digital, Out Of Home Advertising, and print formats
- Owned and maintained brand consistency across multi-agency retainer accounts, ensuring every asset aligns to brand identity guidelines while being optimised natively for Instagram, LinkedIn and Facebook
- Oversaw and delivered 80%+ of projects with hand-drawn illustration deliverables, holding a consistent standard of art style and craft across different designers' output
- Assisted on photography shoots for nationwide campaign visuals, applying quality control judgement on image usability
- Mentored a team of 3 design interns during periods of senior staff absence, providing guidance on typography and composition and AI integration into creative workflows to deliver 7 weekly social posts ahead of schedule

Junior Designer (Jan 2023 - April 2025)

- Collaborated with Art Directors in leading the visual refresh of the Ministry of Trade and Industry's Instagram account (@mti_sg), resulting to an average of 15% increase on interactions on Instagram and LinkedIn
- Animated the KVs for Families For Life (FFL)'s Celebrating Our Grands 2024 Campaign into dynamic content, resulting in a 15% increase in engagement on YouTube and Instagram, and a 10% increase in interactions via digital ads year on year
- Directed an external video production house to adhere closely to our in-house animation style and provided written feedback to ensure the consistency of the animation on the outsourced material to deliver 1 day ahead of schedule

FREELANCE DESIGNER

2022 – PRESENT

- Advised clients on content strategy, personal branding and audience growth, and feedback on visual execution
- Independently owned Creative Direction for event identities and logos, developing creative concepts closing \$6,300 across 2 full cycle branding and 5 illustration projects.
- Organised and archived project files into a version-tracked system to document progress of projects to the clients, cutting back-and-forth and miscommunication for both sides and a 70% customer retention rate.
- Leveraged project management software to stay organized across overlapping commissions, reducing turnaround time by 25%

Art Teacher & Social Media Lead

- Proposed and led the studio's first social media and content strategy, designing social posts, infographics, and promotional collateral that increased in-person enquiries about our studio by 40%.
- Designed and wrote monthly EDMs celebrating our students and highlighted promotions for upcoming workshops, contributing to an 80% retention rate via package renewals.
- Co-developed a Christmas-themed 1-Day Digital Art Crash that was launched in time with the holiday period, and exceeded estimated turnout by 50%.

EDUCATION

NGEE ANN POLYTECHNIC***Diploma in Animation, Specialised in 3D Arts***

Syllabus Emphasis: 2D Animation, 2D Art for Games, 3D Character Modelling, Digital Cinematography