

# Jazmine R.

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## EXPERIENCE

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### Xod Box Pte. Ltd.

#### Designer (April 2025 - June 2026)

- Integrated generative AI tools (ChatGPT, Claude, Midjourney, Gemini) into creative workflows to reducing time spent on ideation, visual prototyping by 30%. GenAI tools were also integrated into preferred project management software, ClickUp
- Serves as the team's go-to person for hand-drawn illustration needs, handling over 80% of all projects where deliverables include comics, character designs, and illustrations seamlessly integrated with vector-based layouts
- Delivered key visuals across 5 nationwide government campaigns and 6 government events with adaptations spanning from digital ads, digital OOH to print collaterals such as brochures, bus wraps, and physical banners.
- Mentored design interns on tasks by briefing project requirements, clarifying scope, and providing creative feedback, supporting team output during periods of senior staff absence

#### 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
- Led in animating the KVs for Families For Life(FFL)'s Celebrating Our Grands 2024 Campaign into dynamic content, leading to a 15% increase in engagement on Youtube and Instagram and a 10% increase in interactions via digital ads as compared to the previous year
- Maintained brand guidelines when applying them to original social media grids and individual content formats for client accounts

### Petit Atelier LLP

#### Art Teacher (September 2022 - December 2022)

- Proposed and implemented the studio's first social media strategy in an effort to increase sales and strengthening the studio's presence beyond traditional foot traffic. Led in designing social media content, and infographics to promote workshops, classes and offerings
- Co-developed and launched a pilot 1-Day Digital Art Crash Course during the holiday period, increasing in-person enquiries about the studio's services by 40%, and exceeded the expected turn out by 50%
- Strengthened studio-client relationships by sending monthly EDMs by writing engaging recaps that celebrate the studio's students and promotional content, leading to retaining 80% of students via renewal of their packages
- Designed age-appropriate curriculae for students aged 2.5-16, delivering lessons that teach the monthly lesson theme via different methodologies. Methods used ranged from sensory play, painting using different mediums to portfolio preparation for art school.

#### Freelance Designer (2019 - Present)

- Delivered full-cycle branding and illustration projects for private clients, from initial brief through final assets, formalized through contracts covering usage rights, AI-protection revisions
- Balanced creative execution with process ownership, translating client goals into visual systems while maintaining timelines, usage agreements, and client expectations throughout
- Managed full project lifecycles independently, including client communications, scope agreements, and contract terms, functioning as sole point of contact across each engagement

## SKILLS

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**Disciplines:** Graphic Design, Illustration, Animation, Video Editing, Project Management

**Software:** Adobe Creative Cloud, ClickUp, Claude, Midjourney, Gemini, Base44

## EDUCATION

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### Ngee Ann Polytechnic

#### Diploma in Animation, specialised in 3D Arts

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