Mok Wen Qiao

Web UI/UX Designer | Graphic Designer | Illustrator



+65 8188 3565



wenqiaow@gmail.com



wenqiaow.wixsite.com/portfolio

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www.linkedin.com/in/mokwenqiao/

CREATIVE DESIGNER | OVERSEAS FAMILY SCHOOL

(2024 - 2025)

- O Led the initial phases of a website revamp by conducting user research, extracting key insights from surveys, and creating a sitemap and flowchart to align user flows with business goals.
- O Developed **high-fidelity mockups in Adobe XD**, collaborated with stakeholders to refine concepts, aligning perfectly with business goals.
- Led and directed photoshoots alongside photographers, curating high-quality visual content to elevate marketing materials.
- O Rebranded the school, developing a comprehensive brand identity, including new fonts, colors, and visual style, to enhance recognition and create a cohesive, modern look across all platforms.
- O Designed large-scale wall murals, lift stickers, and print materials such as folders, magazines, and booklets, enhancing the school's visual identity to reflect the updated branding.

SENIOR WEB DESIGNER | WEBSENTIALS

(2022 - 2024)

- O Helped drive over 100% sales growth by showcasing a portfolio of my works to potential clients resulting in increased business opportunities and sales growth.
- O Guided interns in sharpening their design abilities and introduced workflow improvements that boosted team collaboration and overall project efficiency.
- Worked closely with project managers to engage a diverse range of clients, pitch design concepts, and support project delivery through tailored presentations and clear, effective communication.



GRAPHIC DESIGNER | THE STAGE WALK

(2019 - 2020)

- Efficiently edited large volumes of photographs, maintaining high-quality standards under tight deadlines. Created daily digital content for online advertising, optimizing engagement across social media and the company website.
- O Played a key role in the company's rebranding initiative by conceptualizing and producing new brand-specific designs, contributing to the establishment of a more robust and distinctive brand identity.
- Assisted with photoshoots with models and product photography, including flat lays and styled shots, to showcase products effectively for marketing materials.

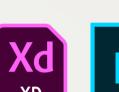
(Language)

English (fluent)

Chinese (fluent)

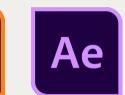
(Software)

Adobe Creativity Suite









Figma

Spriter

(Skills)

UI / UX Design

Graphic Design

Illustration

Motion Graphics

Video editing

Photography

3D Modelling

(Education)

Diploma in Game Arts and Design

(Nanyang Polytechnic)