

Mok Wen Qiao

Web UI/UX Designer | Graphic Designer | Illustrator



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CREATIVE DESIGNER | OVERSEAS FAMILY SCHOOL

(2024 - 2025)

- 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.
- 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.
- 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.
- 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 | WEBSSENTIALS

(2022 - 2024)

- Helped drive **over 100% sales growth** by showcasing a portfolio of my works to potential clients resulting in increased business opportunities and sales growth.
- 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.
- 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)