




CAVELL LIM

VISUAL DESIGNER

CONTACT

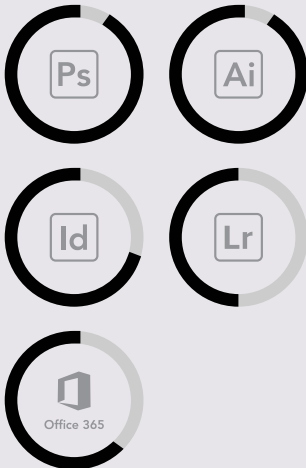
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SKILLS



LANGUAGES

ENGLISH (NATIVE)



CHINESE



KOREAN



PROFILE

Visual Designer with a demonstrated history of working in E-commerce marketing and Ad-tech industry. Skilled in Graphics, Branding, Logo design, Typography, Layout, and Advertising. Graduated with a Diploma in Visual communications from Temasek Polytechnic.

WORK EXPERIENCE

2018 – PRESENT LAZADA REGIONAL (GRAPHIC DESIGNER)

Creating key concept and visual brand guidelines for Mega-Campaigns for SEA region.

2017 – 2018 LAZADA SINGAPORE (GRAPHIC DESIGNER)

My primary scope of work involves creation of campaigns on a daily basis. Working hand-in-hand with category merchandisers, commercial and On-site developers in the creation of wireframe and design for both desktop and app platform. Ensuring that our campaigns onsite will look according to the Brand's Creative guidelines.

After the campaigns are created, I will start churning out online marketing assets such as Performance Creative (GDN, Adnetwork, social dynamic and App-Retargeting), EDM pages, and for social media.

Other secondary scope of work includes, print related designs such as vouchers, flyers, event space, corporate gifts, ATL design (train stations, vehicle wraps).

We also work with Brand's in marketing communication artwork for their launch on our site. Ensuring that there is a balance of both partnering brand and Lazada's brand guidelines.

In this fast paced environment, I learned to manage and work with a lot of different people, from Marketing, Commercial, Merchandisers, Partnering Brand & Social.

2015 – 2017 POCKETMATH (JUNIOR GRAPHIC DESIGNER)

My main task is to help develop Branding related designs and visual support. Create design documentations with appropriate visuals and infographics. While taking the lead in SWAGs design and production; within cost constraints.

Secondary task includes create social media designs to support EDMs and event blasts. Assisting in User Experience related design requests and also lead all design effort to support marketing and sales collaterals and external presentation decks. Other roles include web designing for new sub-brand and basic html editing.

2013 TEMASEK POLYTECHNIC (INTERN)

During my time at Temasek Polytechnic (TP) Corporate Comms, I worked mainly on publications, focusing on layout and generating graphics for TP's Magazine, Graduation and other Informational booklets. Other small task includes being an assistant during photoshoots

2012 URBANJOURNEY (INTERN)

During my time at UrbanJourney, I assisted the company in improving the layout and design for their website. Other jobs include creating visual contents and videography for social media advertising, assisting the company in generating graphics and layout for Sales Decks.

EDUCATION

2013 – DIPLOMA IN VISUAL COMMUNICATION

Graduated in 2013 from Temasek Design School with a Diploma in Visual Communications.