



CAVELL LIM

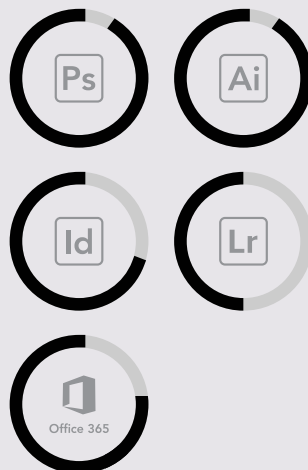
PROFILE

A creative personnel with demonstrated experience working in the E-commerce industry. Well versed in graphic design, branding, user experience (UX). Does social media content creation during his free time. Graduated with a Diploma in Visual communications from Temasek Polytechnic.

CONTACT

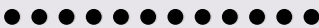
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SKILLS



LANGUAGES

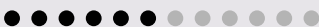
ENGLISH (NATIVE)



CHINESE



KOREAN



CERTIFICATION

WSET Level 2
WSQ Team Leadership
WSQ Provide Specialty Coffee Service
WSQ People & Relationship Management
WSQ Continuous Process Improvement
WSQ Apply teamwork in the workplace
WSQ Adapt To Change

WORK EXPERIENCE

2020 – 2023 L'OREAL (E-COMMERCE MERCHANDISER)

Transformed the E-commerce experience and brand equity of NYX Professional Cosmetics & Garnier by laying out E-commerce guidelines, crafting digital content & campaigns, enhancing the online consumer experience, and leading the conceptualisation of brand-led and also CPD (Consumer Product Division) campaigns. Played an instrumental role in the growth of Garnier's online business size of more than 2.5x in less than a year.

Eventually taking on the role as a senior E-merchandising for the multi-category brand, L'Oréal Paris, for the South Asia Pacific Middle Eastern North Africa (SAPMENA) region. That involves setting groundwork for the brand visual style, ensuring consistent brand look for both online and offline. Worked on elevating brand imagery, manage photography shoots and enforcing E-commerce guidelines that was created.

2018 – 2020 LAZADA SINGAPORE (ASSOCIATE VISUAL DESIGNER)

Conceptualised key marketing concepts and created guidelines for the brand's visuals for the activation of the Southeast Asia (SEA) region's mega-campaigns. They covered various touch points including the app & desktop user interface, online performance marketing, social media, customer relationship management (CRM), out of home (OOH) media, and seeing through the production of TV commercials (TVC) from conception to end. Worked with cross-function regional teams (e.g. marketing solutions teams, commercial teams, and social teams) and guided individual SEA counterparts to ensure a seamless and coherent brand equity throughout the mega-campaign activations.

Provided creative inputs, for the rebranding of the Lazada & LazMall logo and visual identity on all touchpoints, resulting in the current interface since 2019. Also provided creative input for the brand creation, user interface (UI) and content structure of the live-streaming gameshow, "Guess it".

2017 – 2018 LAZADA SINGAPORE (ANALYST GRAPHIC DESIGNER)

Created E-commerce campaigns by working hand-in-hand with category managers, commercial teams, and on-site developers in the creation of wireframe and design for both desktop and app platform. This ensured that the onsite campaigns looked in accordance with the brand's guidelines.

Created online marketing assets such as performance creative assets (Google display network (GDN), ad network, social dynamic & app-retargeting), EDM pages, and social creatives.

Facilitated the creation of print related designs (e.g vouchers, flyers, event space, corporate gifts, above the line (ATL) design such as train stations & vehicle wraps). Concurrently worked on the brand's internal marketing communications.

2015 – 2017 POCKETMATH (JUNIOR GRAPHIC DESIGNER)

Developed brand related visual support for both internal and external facing touchpoints. Assist in documenting brand guidelines, while taking the lead in internal brand collateral design and corporate gifts.

Supported 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 and basic html editing.

2013 TEMASEK POLYTECHNIC (INTERN)

Worked as a part of Temasek Polytechnic (TP) corporate communications team. Assisted with publications, with a focus on layout for TP's magazine, graduation & other informational booklets. Also helped with the coordination for lighting and layout during photoshoots.

2012 URBANJOURNEY (INTERN)

Created website layout and interface. Assist in designing sales decks and also supported in videography edits for social media.

EDUCATION

2013 DIPLOMA IN VISUAL COMMUNICATION

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