

# KALLY TEO KAI TING

Graphic Designer | Artist

## CONTACT

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<https://kallyportfolio.online/>

## SKILLS

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe After Effects  
Adobe Premiere Pro

Autodesk 3DS Max

Wordpress  
Craft CMS

HTML  
CSS  
Python

Microsoft Office

## EDUCATION

### B.F.A IN DIGITAL ART AND ANIMATION

Digipen Institute of Technology | 2013 - 2016

### DIPLOMA IN DIGITAL MEDIA DESIGN

Nanyang Polytechnic | 2007 - 2010

## PROFILE

Designer with experience producing different types of marketing collateral across a variety of mediums, both in print and digital.

## KEY EXPERIENCES

### GRAPHICS DESIGNER

German European School Singapore | MAR 2021 - PRESENT

- Managed over 700 design requests, including the development of a comprehensive range of marketing and communication materials that significantly enhanced the school's visual identity and stakeholder engagement.
- Spearheaded the design of school mascot merchandise, creating compelling and beloved mascot imagery that dramatically increased merchandise sales and boosted school spirit.
- Served as the primary liaison for design, facilitating effective communication across academic and administrative departments, which streamlined project delivery and maximized stakeholder satisfaction.

### FREELANCER

MAR 2018 - PRESENT

- Collaborated with a renowned Japanese multinational department store to create promotional materials, resulting in an increase in campaign reach and customer footfall during promotional periods.

### GRAPHICS / WEB DESIGNER

Chinese Swimming Club | AUG 2019 - JUN 2022

- Designed and produced over 200 digital and print graphics for social media, club magazines, and marketing collateral, which increased user engagement and improved event attendance.
- Played a key role in the launch of Mingle@Amber, the club's new café, by developing the menu, loyalty cards, and monthly promotional materials, adhering to an established branding framework. These efforts were crucial in driving an increase in sales and enhancing customer loyalty.
- Maintained and updated the club's website with latest information and new banners, enhancing user experience and content relevancy.

### DIGITAL MARKETING EXECUTIVE (CONTRACT)

Freemen Asia Pacific Pte Ltd | AUG 2019 - NOV 2020

- Conceptualisation and creation of visual content / collateral for internal and external marketing channels (EDMs, In-store / Promotional Posters, Website Banners, Facebook and Google Ads)
- Designed animated content for PrettyFit that led to an increase in online customer engagement, enhancing the brand's visibility and interaction across digital platforms.
- Designed collateral for the launch of a new outlet at Jewel Changi Airport, including a media kit, customised bags, and thumbdrives. This project played a key role in enhancing the brand's visibility and customer engagement during the critical launch phase.