SI MIN CHUA

Design & Development

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siminchua.com

ABOUT

Webmaster and interface designer and developer, with a background in communications and marketing. Thrives best in environments that require innovation, meticulousness, and the ability to establish efficient systems.

SKILLS

Designing	Web, Responsive, Prototyping, Animation, Illustration, Print, Photo Retouching, Video Production, Adobe Creative Suite (incl. XD)
Coding	HTML, SASS/CSS, Javascript, jQuery, Bootstrap
Management	Communications, Project Management, Public Relations, Google Analytics, SEO, Social Media, Content Management Systems

EXPERIENCE

SOTA · Webmaster & Corporate Communications Executive
FEB 2018 - PRESENT
- Designed and developed web UI/UX using the Adobe Creative Suite and front-end tools to support school functions and activities.
- Executed integrated communications and marketing efforts to strengthen the SOTA brand, including visual design, analytics and SEO.
- Project managed through organising major school events and working with partners, presenting to and communicating with different stakeholders.

MOE · Singapore Youth Festival Executive
JAN 2016 - JAN 2018
- Tapped on research, design and development skills to revamp and manage the SYF website for optimal user experience.
- Conceptualised and produced arts events, engaging schools nation-wide and experiencing the dynamism of working backstage at various venues.

8th ASEAN Para Games · Assistant Project Manager
SEP 2015 - DEC 2015
- Liaised with directors, managers and performers from across the Southeast Asian nations to stage the opening & closing ceremonies of the Games.

EDUCATION

National University of Singapore
AUG 2011 - MAY 2015

Bachelor of Social Sciences (Honours), Geography
with a minor in Geosciences