

# Priscilia Leong

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Having amassed nearly a decade of experience as a graphic designer, I've been fortunate to immerse myself in a plethora of projects that have profoundly shaped my journey in design. My work has encompassed a broad spectrum, ranging from conceptualization to execution, and has expanded to include ventures into user-generated content (UGC), social content planning, photography, and user interface design. This diverse exposure has been instrumental in fostering my growth and versatility as a designer.

## Education

2009 - 2013	LASALLE College of the Arts
Qualification Obtained:	BA (Hons) Fashion Media & Industries
2005 - 2008	CHIJ St. Joseph's Convent
Qualification Obtained:	GCE 'O' Level
1999 - 2004	Chongfu Primary School
Qualification Obtained:	PSLE

## Skills

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

Adobe After Effects

Adobe XD

Microsoft Office

## Experiences

### FEB 2020 - PRESENT SAMSONITE SOUTHEAST ASIA SENIOR GRAPHIC DESIGNER

Played a pivotal role in enhancing the brand's visual presence and marketing efforts. My responsibilities encompassed a wide range of creative and strategic tasks, including: **Website Homepage Banner Design:** Designed eye-catching and engaging homepage banners for the company's website, ensuring a visually appealing and user-friendly online experience for visitors. **Landing Page Design:** Created captivating landing pages tailored to specific marketing campaigns, effectively driving user engagement and conversions. **Consumer Journey Understanding:** Analyzed and comprehended the consumer's journey, contributing valuable insights to refine marketing strategies and improve user experiences. **EDM Design:** Designed visually compelling Email Direct Marketing (EDM) campaigns, increasing open rates and click-through rates. **Social Media Graphics:** Developed captivating graphics and visuals for social media platforms, boosting brand awareness and engagement. **Creative Meetings:** Actively participated in marketing team's creative meetings, contributing ideas and insights to shape effective marketing strategies. **Window Display and Pop-Up Design:** Designed attention-grabbing window displays and pop-up installations for departmental stores, enhancing brand visibility and customer engagement. **Campaign Conceptualization:** Played a key role in conceptualizing and developing ideas for major marketing campaigns, aligning creative vision with marketing objectives. **Art Direction:** Provided art direction for campaign photo shoots, ensuring that the visual elements matched the brand's identity and campaign goals. **Brand Guides:** Developed comprehensive brand guides to maintain brand consistency across the SEA region, establishing visual and messaging standards.

### NOV 2019 - JAN 2020 AKA ASIA FREELANCE GRAPHIC DESIGNER

From client briefs to internal projects, I craft creative solutions from inception to completion. This involves developing innovative concepts and guiding them through every stage of execution. I excel in comprehending project briefs and transforming them into captivating creatives tailored to our diverse clientele. Moreover, I play a key role in crafting content for social media platforms, ensuring effective communication of our brand message.



# Experiences

**JUN 2019 - JUL 2019**  
**INTERLOOP SOLUTIONS**  
& CONSULTANCY (BANGKOK)  
**DIGITAL MARKETING INTERN**

Proficiently conducted in-depth research on B2B business strategies, leading to the development of innovative campaigns and rigorous testing. Collaborated closely with a mentor to grasp essential digital marketing strategies aligned with business objectives. Key accomplishments include crafting compelling content for B2B landing pages and providing foundational training to marketing team members on essential graphic design tools.

**OCT 2017 - JAN 2019**  
**LAZADA SINGAPORE**  
**SENIOR GRAPHIC DESIGNER**

Responsible for spearheading creative outputs from client briefs and internal collateral, collaborating with various stakeholders to bring homepage banners and products to life. Developed innovative concepts and executed projects from inception to completion. Key achievements include adeptly interpreting project briefs and delivering end-to-end creative solutions, catering to diverse client needs. Additionally, contributed to content creation for social media platforms and consistently met tight project deadlines.

**JULY 2017 - AUG 2017**  
**MOOVE MEDIA**  
**GRAPHIC DESIGN MANAGER**

Proficiently conceptualized and crafted designs for sales pitches targeting prospective clients to promote ad space. Demonstrated leadership by mentoring junior designers and facilitating effective communication across teams. Key achievements include pitching ideas directly to the Art Director, overseeing the entire process from ideation to the creation of 2D/3D mock-ups.

**FEB 2015 - JULY 2017**  
**W SINGAPORE - SENTOSA COVE**  
**SENIOR GRAPHIC DESIGNER**

Responsible for developing and implementing all design-related materials within the hotel, encompassing both digital and print assets. Directed artistic shoots for monthly events and curated food menus. Facilitated effective communication with external vendors and internal team members to ensure seamless event execution. Key Achievement: • Rebranded and launched new menu designs for WooBar. • Successfully pitched event collaborations to local designers, enhancing our event offerings. • Orchestrated a videography shoot for W Hotel, showcasing 'what's new/cool spots' in Singapore. Responsibilities included talent scouting, store interviews, and moodboard creation.

**AUG 2013 - FEB 2015**  
**CHARLES & KEITH PTE LTD**  
**PEDRO GROUP**  
**MEDIA DESIGNER**

Proficiently crafted lookbooks for new product launches, demonstrating keen attention to detail during product shoots and campaign direction. Key Achievements: • Demonstrated insight into market trends while pitching new campaigns. • Meticulously ensured image editing precision. • Actively participated in press checks for campaign shoots.

## Other Information/Certificates

### Strengths

- Good curiosity to explore things around her
- Positive in learning new things
- Able to work independently
- Good initiative
- Good team player
- Good communication and organization skills
- Committed and responsible

### Voluntary Work

- 2010-2013, Class Rep
- Responsible of the entire class
  - Communicator for class, from lecturer to students
  - Good communication skills with lecturers and classmates
  - Collating works of class mates to lecturers on time

### Certificates

- SURGEDACADEMY (Singapore) Complete Digital Marketing, Social Media And ECommerce For Sales Course
- COFFEEARTSCHOOL (Melbourne) Complete Barista Course