

CASSANDRA LIM

Graphic Designer



CONTACT

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My name is Cassandra, currently an undergraduate studying visual communications at the School of Arts, Design and Media (NTU). I strongly value team collaboration, creativity, self-growth and an appreciation for good design. In my free time, I enjoy hiking, exercising, travelling, music festivals and visits to the museum.

SKILLS & LANGUAGES

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Aftereffects
Adobe Premiere Pro
Adobe XD

Fluent in spoken and written English
Basic Mandarin

EDUCATION

- 2016 – 2020 ● **B.FA. Visual Communications**
Nanyang Technological University (Singapore)
- 2013 – 2015 ● **GCE 'A' Levels**
Catholic Junior College
- 2009 – 2012 ● **GCE 'O' Levels**
Convent of the Holy Infant Jesus (Toa Payoh)

AWARDS

- 2017 ● **Asian Varsity Fencing Championships**
Overall 2nd place for Womens Fencing Team (Sabre)
- 2015 ● **Catholic Junior College CCA Merit Award (Team)**
Overall 3rd place in the 'A' divisions for Womens Fencing Team
- 2014 ● **Edusave Award for achievement, Good Leadership and Service (Eagles)**
An award given to up to 10% of students who have demonstrated leadership qualities, service to community and schools, excellence in non-academic activities, and good conduct.
- **Catholic Junior College- Vice Captain (Fencing)**
Vice-captain of CJ Fencing team from 2013-2014
- **Singapore Sports School Council 44th Colours Award for Best Team in Fencing**
An award in recognition of sporting achievements and display of good sporting character and values.

EXPERIENCES

- 2019-present ● **Graphic Designer**
Ideactio Pte Ltd.
Job scope included user research and experience design such as working with various stakeholders to rebrand businesses and conceptualise ideas. Work consists of editorial design, illustrations, logo design and app prototyping.
- 2019 ● **Art Intern**
Leo Burnett
Job scope included presenting and conceptualising ideas for clients, coming up with visuals for campaign, participate in print and TV shoots and work with accounts and project management teams.
- 2018 ● **Graphic Design Intern**
Canny Digital Pte Ltd.
Job scope included generating creative marketing content for clients such as graphics, ads, videos and web design.
- 2017 ● **Gallery Ambassador**
National Gallery of Singapore
Part-time gallery ambassador which included attending to visitors and customer service.
- 2016 ● **Sales Associate**
Crate & Barrel
Part-time sales associate which included attending to customers, cashiering and customer service.