

JIE LYN KOH

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EDUCATION

NANYANG TECHNOLOGICAL UNIVERSITY, SINGAPORE **Aug 2016 – May 2020**

- **Bachelor of Fine Arts in Digital Animation**

SCHOOL OF THE ARTS, SINGAPORE (SOTA) **Jan 2010 – Dec 2015**

- **International Baccalaureate Diploma Program** (IBDP score 41/45) with Media Arts Specialization
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ACADEMIC PROJECTS

QUAY COFFEE: AN EXPLORATION OF THE HISTORY OF ANIMATED COMMERCIALS (FINAL YEAR PROJECT) **Aug 2019 – May 2020**

Art Director, Producer, Co-Animator and Post-Production Specialist in a team of 2

- Managed production process of 3 animated short films by writing detailed shot lists and calendars using Microsoft Excel to keep team on schedule
 - Executed primary and secondary research to determine suitable Art Direction for 2 of 3 animated shorts, both of which received praise from professors for fulfilling intentions as convincing faux commercials
 - Consolidated feedback after consultations and presentations. Led weekly group discussions to review progress and ensure collective awareness of state of progress
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EXPERIENCE

NTU SCHOOL OF ART, DESIGN AND MEDIA (ADM) **Aug 2019 – May 2020**

Student Assistant, IT

- Provided technical support to students; trained in software installation and reimaging (Windows)
- Managed studio organization by updating software, conducting quarterly station checks and reporting faults to prevent work disruptions

MCCANN WORLDGROUP **May 2019 – Jul 2019**

Art Intern

- Worked closely with Art Director to generate design ideas, drafting over 6 refined logo proposals in Adobe Illustrator for a Government initiative catering to youths with mental health struggles
- Produced layout and animation for an out-of-home promotional billboard, viewed by over 100,000 motorists daily in Jakarta for 3 months
- Improved online audience engagement through developing and adapting campaign deliverables (print, EDMs and clickable web banners) for 5 different markets, helping campaign hit its targeted audience outreach within 2 months
- Leveraged on prior knowledge in animation to prepare visualizations as animated graphics to better communicate newly proposed social media promotional methods to Accounts Team for pitches

NTU OFFICE OF STUDENT COMMUNITY ENGAGEMENT **Feb 2018 – Feb 2019**

Graphic Designer

- Liaised with event head to conceptualize, and designed materials for a 'Dear Future Self' letter writing activity at NTU Welcome Week 2018 to encourage over 10,000 freshmen to set goals for university life
- Illustrated visuals for EDMs to encourage sign-ups for office's updates, to better inform students of community engagement opportunities

UNCLE HO'S TUCKSHOP

Jan 2018 – Oct 2018

Freelance Designer

- Developed and executed design of entire menu in Adobe Photoshop and Adobe Illustrator, to be used in restaurant with over 200 daily patrons
 - Communicated with client to identify requirements of new menu design; researched and provided client with examples to help determine specific layout approaches for effective presentation of information and readability of menu
 - Oversaw food photography to ensure quality and consistency across all featured items
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CO-CURRICULAR ACTIVITIES

OUTBACK FILMMAKING BOOTCAMP, AUSTRALIA

Jun 2018 – Jul 2018

NTU Representative

- Collaborated with a team of 3 International Students to write, create concept art, storyboard and pitch an animated short film to over 30 attendees from Griffith University
- Represented NTU to attend the 2018 Vision Splendid Outback Film Festival in Winton, Queensland as a student participant

NTU WELFARE SERVICES CLUB, IGNITE CHANGE CAMP

Aug 2016 – Aug 2017

Main Committee, Publicity & Publications Officer

- Collaborated in a team of 6 to produce all publicity and publication materials for the camp. Managed camp's social media account to reach out to new freshmen and encourage sign-ups
 - Drew storyboards, directed and edited introduction and concluding videos shown during camp to an audience of 500 freshmen
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ADDITIONALS

- **Languages:** Bilingual in English and Mandarin Chinese
- **Skills:** Adobe Suite (After Effects, Illustrator, Photoshop, Flash/Animate, Premier Pro), Microsoft Office (Word, Powerpoint, Excel), TV Paint, Autodesk Maya, Procreate
- **Awards:** National Youth Film Awards Best Animated Film & Best Art Director Nominee (2018), Vidsee) Juree Awards Nominee (2018), N.E.mation!8 Top 10 Finalist & Social Media Awardee (2014)
- **Hobbies and Interests:** Illustrating, Online Learning, Children's Books.