



Shermin Sim

Art Director

Creating content with intent, one brand at a time. For works that simply work, visit here: <http://shermin.co>

Education Background

- 🎓 **Bachelor of Fine Arts (Hons) With Merit**
Nanyang Technological University,
School of Art Design & Media
- 🎓 **Diploma in Visual Communication & Media Design with Merit**
Singapore Polytechnic,
School of Design
- 🎓 **GCE 'O' Levels**
CHIJ St. Theresa's Convent

Achievements

The Crowbar Awards
Silver in Communication Category
"Durex - #RideSafe"

Unilever Future Leaders' League Hackathon
National Finalist (Singapore)

Viddsee Juree Showcase 2019
"Spilled Water"

Viddsee Juree Showcase 2019
"Arrival"

Work Experience & Background

Art Director

Unilever Singapore | Aug 2018 - Present

Collaborated with brand managers to maintain a consistent design language throughout CLEAR APAC projects. Executed multiple regional projects from brief to launch. Notable projects worked on include:

- "Clear Botanicals" & "Clear MEN" - Conceptualisation and development of key visuals to communicate the brand and product's premium messaging, resulting in positive sales for the product range, especially in the Chinese market.

Art Director

The Detail, Singapore | May 2016 - Present

- Conceptualised and executed projects for lifestyle and personal care brands including but not limited to: WeBarre, and Unilever brands (CLEAR, Closeup, Dove, Lifebuoy, LUX, Pepsodent, Signal, Sunsilk & Vaseline)
- Execution and maintenance of digital platforms for employer branding purposes, helping to secure pitches for the company.

UI/UX Designer (Remote/Freelance)

TBWA\ Singapore | Sept 2019 - Jan 2020

- Worked primarily on a government client's digital presence - with a focus on making enhancements to its current UI and UX infrastructure.

INSTAGRAM
[@ohmyshermin](#)



BEHANCE
[be.net/ohmyshermin](https://www.behance.net/ohmyshermin)



LINKEDIN
[@shermin-sim](#)

Contact Details

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Currently available for: Full-time & Freelance offers



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Software Knowledge & Skill Set

Adobe Suite

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

Web Design & Development

Wordpress
Squarespace
Wix

UI & UX Design

Sketch
Adobe XD
Figma
Invision
Protopie

Microsoft Office

Microsoft Word
Microsoft Excel
Microsoft Powerpoint & Keynote

Work Experience & Background

Creative Freelancer

Shermin.co | 2012 - 2020 (Ongoing)

Worked professionally as a creative freelancer across a diverse portfolio of clients from 2012. These clients vary from media agencies to MNCs, and start-ups. The brands worked on include: Shiseido, Senka, PROSPR/ Muse & Motif, RE-NT, Rent A Dress.

Written and directed 2 short films that have been showcased at Viddsee Juree Awards in Singapore, "Spilled Water" and "Arrival".

Creative

Yuan Associates | Dec 2015 - Apr 2016

Development of marketing and digital content for major government and hospitality clients including: Housing Development Board (HDB), IMDA and Orion Hospitality Management (The Porter Hotels & OH! Resorts)

Creative Designer

Lush Aesthetics | Apr 2015 - Oct 2015

Conceptualization and execution of all media content and collaterals for beauty and medical brands under Lush Aesthetics (including product design, visual merchandising, videography and event coverage)

INSTAGRAM

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BEHANCE

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LIKENDIN

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