

# AGGIE JIN

Art Direction, UX design, Brand Strategy

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Aggie brings over 12 years of experience translating business requirements into award-winning creative. She excels at conceiving creative concepts, marrying strategic and user experience objectives into refined visual solutions.

## EDUCATION

UX Research & Strategy

Online, October 2017

IDEO Leading For Creativity

Online, March 2017

Hyper Island Mobile Lab

Singapore, May 2013

China Academy of Fine Art

Degree in Multimedia Design

Hangzhou, China, 2001-2005

## SOFTWARE SKILLS

Adobe Photoshop (Advanced)

Illustrator (Advanced)

Sketch (Advanced)

Invision (Advanced)

After Effects (Good)

Keynote (Good)

InDesign (Good)

Principle (Good)

Webflow (Basic)

HTML&CSS (Basic)

## AWARDS

Bronze at Marketing Magazine's Marketing Excellence Awards

-- 313iDragon app

Bronze at Spikes Asia 2010 for Event & Field Marketing Campaign

Bronze at Singapore Creative Circle Awards 2010 for Promotion Campaign and Integrated Communication

-- Martell VSOP The Ultimate Start-up Space

AME shortlist - Best Small Budget Marketing Campaign

-- Adidas Trophy Raider Facebook Campaign

## LANGUAGE

English (Written and spoken fluently)

Mandarin (Native speaker)

## REFERENCE

Renee Bender SVP Executive Creative Director at Ketchum Singapore (Previously ECD of Critical Mass Singapore) renee.bender@ketchum.com

## TIME LINE

12 years in the making.

2017 March to May	Ketchum
<b>Senior Art Director</b>	Major accounts: P&G, Diageo Role: Assist the PR team to concept PR strategy and tactical executions for major hair care, skin care, fabric care brands in Asia market.
2014-2017	Critical Mass Singapore
<b>Art Director</b>	Major accounts: Citibank, SAP, Diageo, Prudential Role: Designed and managed the art direction and user experience of multiple digital projects including apps, campaign site and branding programs. Conceptualised and executed new business pitches.
2011-2014	Saatchi & Saatchi Singapore
<b>Digital Art Director</b>	Major accounts: Scoot, Toyota, Safeguard, Eukanuba, Olay, Cadbury, Lenovo, NCPG, Star Cruise Role: Earned the role of lead art director and brand guardian of Scoot, a budget airline brand. Delivered brand and tactical campaigns for both on and off-line while mentoring a team of 3 junior designers.
2009-2011	TBWA\Tequila Singapore
<b>Junior Art Director</b>	Major accounts: Adidas, Martell, VISA, Singapore Airlines, Standard Chartered Bank, INSEAD, Michelin, Havaianas, 313 summerset and Pearlie White Role: Concept and design for digital campaigns and websites.
2008-2009	Freelance Shanghai and Singapore
<b>Interactive Designer</b>	Major accounts: ExciteCreative UK, Earthtree Singapore, AKQA Shanghai Role: Design work for clients in the educational field which included creating a fun learning experience through gaming.
2006-2008	O1 Media Shanghai
<b>Senior Designer</b>	Major accounts : World of Warcraft, Jasonwood, Mark Fairwhale Role: Design lead for interactive micro-sites and animations.
2005-2006	Puzhu Architect Shanghai
<b>Exhibition Designer</b>	Major accounts: Museum of Spectacles Shanghai Role: Showcased the science and history of spectacles through graphic and interaction design.