



Low Lay Hong (Suzanna)

Objective

I approach graphic and interactive design with a background in strategic marketing and enjoy the strategic elements of design and marketing and how they merge to become corporate communications.

Experience

Overall knowledge & experiences

- In depth knowledge of internet's market trends on wireless, credit card, travel and retail industry within Southeast Asia
- Experienced in managing external vendors/suppliers/partners
- Set and execute marketing strategies and designs via online advertising, promotions and direct marketing to increase awareness and place brand awareness for clients.
- Worked closely and pro-actively with product management, business development, engineering and other cross-functional counterparts to improve client's products.
- Train and oversee junior designers and interns for various projects.
- Advised and presented design concepts, Information Architecture structures to clients on behalf of company.
- Knowledge of what works and what do not work (design, layout and marketing aspects) for the internet.
- Fast turnaround time for design and html production. Even under pressure.

JAN 2003 – CURRENT

Freelance Designer - OGILVY ONE, Wunderman & Stereotype Design

Job responsibilities

- Conceptualize, design and animate advertising banners and marketing campaigns for Nokia, IBM, Krisflyer/AMEX, Leehwa, MSN and DHL
- Design and update Club Nokia brandsite and new phone launch campaign website.
- Conceptualized and designed the Immigration and Custom Authority website.
- Engage in Creative pitches for potential clients.

JAN 2003 – CURRENT

SUZZ.COM

Online Shopping Mistress

- Shaping latest fashion trends for women within the 20-35 year age group by designing and conducting online promotion and sale of trend-setting fashion accessories.
- Worked closely with offline and online media houses to execute marketing strategies in order to promote and market the website and its products. Media companies include; Fashion Magazines: Herworld, Elle, Cleo, Style, Woman's Weekly and USA EW Woman. News: The Straits Times Newspaper and Mediacorps. Yahoo! Southeastasia. eGuide Singapore. IDA.
- Coordinate closely with online merchants for updates on current trends
- Project manage, design and web master the entire website.

NOV 2001 – SEPT 2002

YAHOO! SINGAPORE

Ecommerce Project Executive

- In charge of Ecommerce property in Yahoo! Singapore. Yahoo! Shopping and Yahoo! Store.
- Project manages merchants stores for regular product updates and design revamp of the websites.
- Created promotional marketing materials and micro sites, e.g Christmas, Chinese New Year, Valentines Day, Efest Homemakers and Mothers Day.
- Conduct merchants and store resellers training programs on Yahoo! Store platform.

AUG 1997 - SEPT 2001

SILKROUTE VENTURES PTE LTD

JUL 2000 – SEPT 2001

Creative Consultant

JUL 1999 – JUL 2000

Senior Media Designer

AUG 1997 – JUL 1999

Media Designer

SilkRoute Ventures is Singapore's leading web publishing and interactive e-services firm.

- Advised blue-chip clients such as Singapore Airlines, Levi's, Sony Planet MG, on methods for building corporate identities and develop effective and cost-efficient strategies for online branding and marketing
- Created innovative and cutting-edge interactive designs and animations to enhance clients' online presence (see Awards section)
- Created and restructured clients' information architecture for a more user friendly and easily navigable Web site.
- Work well in a team structure; have delivered multiple projects with teams of Project Managers and Engineers.
- Mentored Junior Web Designers and interns for various projects.
- Conducted in-house skills development training programmes for software such as Macromedia Flash and DreamWeaver

JUL 1996 – AUG 1997

SYSTEM EDUCATION CENTER (1983)

Multi Media Designer

- Created interactive creative elements for educational software
- Created series of freehand illustrations, which were later digitised and animated, with the rest of the scenes.

Education

Jul 1992 - Jul 1996

NANYANG ACADEMY OF FINE ARTS

Diploma in Graphic Design (Ranked 11th of graduating class)

Interests

Traveling to discover new cultures and landscapes, keeping fit, staying culturally informed of latest movies and plays, enjoys mangas and all kinds of animations - basically, actively enjoying life.

Awards

2000

Singapore Design Award 2000 – Distinction for Interactive Media (Internet) for Sony Planet MG

Smart Investor Award – Best Insurance Website for Excellent Content and Visual Attractiveness for www.prudential.com.sg

1999

Creative Circle Award (Bronze) 1999 – Web site and Interactive Demos for www.tigerbeer.com

1997

Team Award for Outstanding Achievement in SilkRoute Ventures.

Achievements

2000 - present:

Founder of an e-commerce site – www.suzz.com

Shaping latest fashion trends for women within the 20-35 year age group by designing and conducting online promotion and sale of trend-setting fashion accessories

1999 – 2002:

Part-time Official Docent, Singapore History Museum and Singapore Art Museum

Promoting Singapore's rich historical and cultural heritage to tourists and visitors.

1994 - 1995:

Vice-President of Advertising and Promotions department for NAFA 13th batch graduating Student Council.

- Leadership role in managing the Advertising department, canvassing for sponsors for the graduation show. Canvassed for venue to hold the show, researched on price of short-listed venues in order to fit the committees and graduated budget. Negotiate on terms and conditions with selected vendor.

1993 – 1994:

Assistant Art Teacher – Nanyang Academy of Fine Arts, Dance Department

Skills

- Communications Design
- Corporate Identification
- Information Architecture
- HTML
- Javascript
- Cascading Style Sheets
- DHTML
- Adobe: PhotoShop CS, Image Ready 7, Freehand 8, Premiere 5
- Macromedia: Flash MX, Director 6, Dreamweaver MX
- Ulead Web Razor Pro 2: GIF Animator, Photo Explorer & Smart Saver
- Macromedia Homesite +

References

Mr. Shayne Pooley – OgilvyOne Singapore
Relationship: Creative Director
Email address: shayne.pooley@ogilvy.com
Contact: 6213 9990

Mr. Andy Naylor – Stereotype
Relationship: Colleague. Previously Creative Director, Silkroute Ventures
Email address: anaylor@hotmail.com
Mobile: 9762 6907

Personal Particulars

Date of Birth: 22 July 1975

Race: Chinese

Nationality: Singaporean

Portfolio showcasing design experience is available upon request.