



TEO WENN KI

SKILLS

Design	Marketing
Adobe Creative Suite	Google Analytics
Figma	Google Ads
Dimension	HubSpot
Photography	Semrush
Motion	Data Analysis
Branding	Digital Marketing
Publications	Social Media Marketing
Soical Media	Customer Relationship Management (CRM)

EDUCATION

THE GLASGOW SCHOOL OF ART (AY 2019/2021)

Bachelor' s degree with Honours
• Communication and Media Studies

TEMASEK POLYTECHNIC (AY 2015/2019)

Diploma of Communication Design course.
• Received Diploma Plus Programme Certificate in Entrepreneurship for top 10-15% of the cohort.
• Awarded Oribel Scholarship (AY2018)
• Illustration Major

ACHIEVEMENTS

BEST BOOTH AWARD 2023

ARCHIDEX KLCC 2023 | Awarded by SFIC, CIS, ESG

DIRECTOR' S AWARD 2017

Communication Design | Awarded by Lim Chong Jin

CERTIFICATIONS

USER EXPERIENCE (UX) DESIGN

2022 | Certified by Google

HUMAN BEHAVIORAL RESEARCH ETHICS

2021 - 2024 | Certified by CITI Program

EXPERIENCE

Oct 2022

CALVARY CARPENTRY | SINGAPORE

- Present

Marketing Communications Executive

As Calvary Carpentry' s Designer and Marketer, I spearheaded campaigns for 6+ brands across multiple countries, including a successful brand refresh for Kandinsky and organizing a trade exhibition in Malaysia.

Impact:

- Increased SEM budget by 28.5%, resulting in a 200% surge in clicks.
- Achieved a 76% optimization in SEM cost per lead.
- Strengthened SEO efforts through strategic keyword implementation.

Jan 2022

PUZZLE ROYALE | INTERNATIONAL

- July 2022

Lead Graphic Designer

As Design Lead at Puzzle Royale, I oversaw graphic design, marketing, and promotional activities, collaborating on NFT illustrations with Red Rift. Achievements include designing 3000+ NFT tiers, growing social media to 10.8K followers, and reaching 3K players within 7 days post-launch.

Jan 2022

OUTEREDIT | SINGAPORE

Freelance Graphic Designer

Contributed to the Happy Park Campaign at Millenia Walk by OuterEdit.

- Successfully integrated branding identity into various deliverables including pillar flags, signage, lobbydoors, etc.

Aug 2021

CHEMISTRY | SINGAPORE

- Nov 2021

Data Gathering, Synthesis and Design Researcher

Contributed to data gathering, data analysis, and synthesis for a study on design education inSingapore.

- Assisted in developing frameworks and metrics within a two-month timeframe.
- Utilized desk research, ethnographic field research, and analytical skills.

A summary report of this study, along with two others conducted concurrently, was published by theDesign Council.

Aug 2018

ORIBEL, MEIBAN | SINGAPORE

- Nov 2018

Oribel scholarship | Design Intern

As a design intern at Oribel Pte Ltd under the Oribel scholarship:

- Designed and executed graphics for the Vertiplay product, launching it within a year.
- Assisted in fabricating graphics for the Trade show booth at Spielwarenmesse 2018.
- Visualized and updated product packaging for commercial print.
- Participated in conceptualizing product designs and conducted market research for product development during launch

VIEW PORTFOILO NEXT

Contact me at +65 82125938