

JUSTINA CHONG

ART DIRECTOR &
MULTIMEDIA DESIGNER

CONTACT

TO
WHOM IT MAY CONCERN

FROM
JUSTINA CHONG
Art Director &
Multimedia Designer

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PORTFOLIO
cnjustina.com

ADDRESS
104A Bidadari Park Drive
#17-73 S(341104)

COVER LETTER

Job Application
Dear Sir / Madam,

I am writing to express my sincere interest in a position at your company.

With over a decade of experience in the multimedia industry, I have cultivated a diverse skill set in art direction, graphic design, and project management. I am passionate about the opportunity to contribute to the innovative and dynamic projects at your esteemed organization.

Throughout my career, I have excelled in crafting compelling visual narratives and communicating complex ideas effectively. My experience includes leading core design teams, directing art initiatives, and spearheading multimedia creative conceptualization. I have a strong track record of creating visually stunning and engaging content that resonates with diverse audiences.

My proficiency in UI design, motion graphics, and interactive multimedia, coupled with my expertise in tools such as Adobe Creative Suite and various 3D modeling and animation software, underscores my readiness for this role. Additionally, my experience in maintaining brand consistency, managing projects from conception to completion, and collaborating cross-departmentally positions me as a versatile and effective team leader.

I am excited about the opportunity to leverage my creative and technical skills to contribute to your company and drive its visual storytelling and design initiatives. I am confident in my ability to deliver impactful results and help your team achieve its objectives.

I would welcome the chance to further discuss how my background, skills, and enthusiasm can align with and elevate the goals of your company. I am available at your earliest convenience for a discussion and look forward to the opportunity to explore how my contributions can add value to your team.

Thank you for considering my application. Enclosed, please find my resume for your review.

Warm regards,
Justina Chong

JUSTINA CHONG

ART DIRECTOR &
MULTIMEDIA DESIGNER

EDUCATION

2011 – 2012

**BACHELOR OF ARTS
(COMMUNICATION &
MEDIA MANAGEMENT)**

University of South Australia

2005 – 2008

DIPLOMA IN BUSINESS IT

Singapore Polytechnic

SKILLS

PROFESSIONAL SKILLS

Adobe Creative Suite
Figma
3ds Max
Microsoft Office
Content Management System
HTML/Javascript

PERSONAL SKILLS

Creativity
Ideation & Conceptualization
UI/UX Design (Figma, Adobe XD)
Interactive Design
Photography and Photo Editing
Project Management
Team Management

LANGUAGES

English (Fluent)
Mandarin (Fluent)



Hello, I'm Justina! I am an experienced Art Director & Multimedia Designer with over 10 years in the digital multimedia sector. I have led multimillion-dollar projects, working with teams and clients to achieve organizational goals. My passion lies in leveraging artistic and technical skills to create compelling digital experiences. I thrive in dynamic environments and am committed to delivering innovative and visually engaging solutions.

D.O.B. 01-12-1988
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WORK EXPERIENCE

2019 – PRESENT

ART DIRECTOR, White Label Studio Pte Ltd

- Led creative direction for high-profile multimedia projects.
- Conceptualized innovative ideas and developed detailed designs and mock-ups.
- Presented designs to clients and obtained necessary approvals.
- Collaborated with various departments to ensure seamless production processes.
- Proficient in Adobe Creative Suite, Figma, and some of 3ds Max.

Notable Projects:

- Living Worlds: An Animal Planet Experience (Singapore Science Centre)
- SMRT Rail Discovery Centre
- Brunei EnergyHub (Brunei Oil & Gas Museums)
- Mapletree Corporate Gallery

2015 – 2019

ART DIRECTOR, Multimedia People Pte Ltd

- Spearheaded art direction for multimedia projects.
- Guided core design team and contributed to multimedia creative conceptualization.
- Engaged closely with clients to understand and meet their specific requirements.
- Skilled in Adobe Creative Suite and project management.

Notable Projects:

- IRAS Tax Story Gallery
- MAS Gallery
- URA City Gallery
- Chinatown Heritage Centre
- SG Bicentennial Experience (Observatory) @ Fort Canning Park
- Futian Mangrove Ecological Park Education Centre (Shenzhen)
- Bihar History Museum (India)

2008 – 2015

SENIOR GRAPHICS DESIGNER, MediaOnline International Pte Ltd

- Crafted UI designs for interactive digital signage.
- Created graphic designs for multimedia, web, and marketing materials.
- Proficient in Adobe Creative Suite and HTML/Javascript.
- Strong time management and project management skills.

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EXPERTISE

ART DIRECTION

- Providing creative direction and leadership in multimedia projects, ensuring that design concepts align with project objectives and client expectations.

MULTIMEDIA & INTERACTIVE DESIGN

- Proficient in UI design for multimedia interactive experiences (web, mobile, and kiosk applications)
- Utilizing interactive design principles to create engaging and user-friendly interfaces.
- Creating visually compelling and engaging content for web and marketing materials.

USER EXPERIENCE (UX) DESIGN

- Creating wireframes, prototypes, and user flows to enhance user experience.
- Implementing user-centered design principles to ensure intuitive and engaging interfaces.

TYPOGRAPHY

- Mastering typography principles to create visually appealing and readable text layouts.
- Using typography effectively to convey brand messages and enhance design aesthetics.

DESIGN THINKING

- Applying design thinking methodologies to solve complex problems creatively.
- Facilitating design thinking workshops to encourage innovation and collaboration.

PROJECT MANAGEMENT

- Overseeing projects from conception to completion.
- Managing timelines and resources effectively to deliver high-quality results on time and within scope.

COMMUNICATION SKILLS

- Effectively communicate with stakeholders at all levels, including clients, team members, and senior management through verbal and written communications.