



LET'S CONNECT!



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www.designwithcelest.com

EDUCATION

Nanyang Polytechnic

2019 -2023

- Diploma In Visual Communication, Specialising in Visual Branding
- Specialist diploma in Digital Content Creation for E-commerce (GPA 3.74)

AWARDS & CERTIFICATIONS

- National Youth Business Challenge (Social Media Award)
- Peer Led Guide Training Program
- Google Analytics Individual Qualification

HARD SKILLS

- Photoshop
- Illustrator
- Photo Editing
- Graphic Design
- Social Media Marketing
- Content Creation
- Copywriting

SOFT SKILLS

- Multitasking
- Socializing
- Organised

LANGUAGE

- English (Written & Spoken)
- Chinese (Written & Spoken)

CELEST LEE

Marketing | Graphic Designer
Content Creator | Web Designer



Check out my
portfolio here!

PROFILE

Hi there! I'm a design graduate based in Singapore with a passion for exploring new design concepts and acquiring new skills. I'm a strong believer in pushing myself outside my comfort zone, both professionally and socially, and I'm known for my strong teamwork skills and ability to build relationships with new people. As a visual communication student, my goal is to create a personal media brand and produce content that I'm passionate about, from travel vlogs to my own products. My ambition is to one day launch my own business and share my creations with the world.

WORK EXPERIENCE

MARKETING GRAPHIC DESIGNER

Wunderfolks Pte Ltd

April 2022 - Present (1 yr 6 mos)

- Plan content calendar for marketing and communication activities.
- Conceptualized, visualized, and executed creative graphic artwork for various marketing and communication-related items across the company website and e-commerce channels.
- Liaised with third-party vendors for the production and execution of marketing materials.
- Assisted in packaging design and development.
- Created social media content such as Instagram posts, blog posts, and EDMs. As well as videos and reels to be used across multiple platforms.
- Wrote creative copy and content for marketing campaigns.
- Manage membership program liaise with brand partners, and manage customer relations.

FREELANCE GRAPHIC DESIGNER

Singafloor

March 2022 – May 2023 (1 yr 3 mos)

- Created and designed Instagram posts, templates, posters, and promotional assets
- Developed concepts, graphics, and layouts for client projects
- Edited and created visuals for social media campaigns
- Provided copywriting services
- Worked closely with clients to ensure their vision was accurately represented.

DESIGN AND MARKETING INTERN

Paper Carpenter

March 2021 – June 2021 (4 mos)

- Assisted in design and marketing initiatives as an Intern at Illustrate.
- Created mock-ups and presentation slides for clients.
- Developed content for social media to increase brand awareness.
- Attended workshops, and took photographs and videos for promotional use.