



 **Lim Eng Wee**

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## EDUCATION

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Apr 2015 - May 2018

**Diploma in Communication Design**  
Temasek Polytechnic

Jan 2011 - Dec 2014

**Singapore-cambridge GCE 'O' Levels**  
Ngee Ann Secondary School

## EXPERIENCE

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Aug 2022 - Present

**TechCreate Solution Pte Ltd**  
Senior Associate, Marketing

Pioneering the marketing department for the FinTech start-up company.  
In charge of the restructure of the brand and marketing guidelines as well as visuals.

Dec 2020 - Aug 2022

**Maxi-Cash (Aspial)**  
Executive Graphic Designer

Spearheaded in-house photography projects.  
Photo and Video editing of collaterals required for campaigns.  
Adaptations & generating of artworks for digital content.  
Management of allocated retail stores and Visual merchandising

Jun 2017 - Oct 2017

**Mighty Velo Pte Ltd**  
Creative Intern

Product and lifestyle photography for e-commerce and Social media  
Photo and Video editing for digital content  
Concept research and ideation

## SKILLS

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Technical Skills

**Adobe Creative Cloud**

Photoshop, Lightroom  
Illustrator, InDesign  
Premiere Pro, After Effects

**Microsoft Office**

Power Point , Excel  
Word, Outlook

**Photo & Videography**

Framing, Shooting, Editing  
Photo Retouching, Digital Imaging

**Design Essentials**

Layout, Typography, Concept Research  
Design Principles, Colour Theory

Soft Skills

Interpersonal skills, Communication, Teamwork, Leadership, Time management  
Creativity, Adaptability, Problem-solving, Critical thinking, Resourcefulness

## Hobbies & Interests

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Photography, Drawing, Digital Art, Sports & Gaming