

.sayhellovalerie

RESUME

PERSONAL PARTICULARS

NAME

Loh Yoke Yu, Valerie

EMAIL ADDRESS

say@hellovalerie.com

WEBSITE

<http://www.hellovalerie.com/portfolio>

STRENGTHS AND GOALS

GOALS

Giving life to inspiration and develop them into powerful concepts for the interactive medium.

STRENGTHS AND INTERESTS

Strong in concept development. Competent in both interactive design and copywriting. Spends her free time working on various craft projects (with varying degrees of success) such as t-shirt making and bookbinding. Enjoys cooking and often toys with the idea of starting a food and craft blog.

WORK EXPERIENCE

SAYHELLOVALERIE (JANUARY 2011 - PRESENT)

FOUNDER

Sayhellovalerie is my personal label and venture into more intimate, art related projects apart from my main discipline in commercial interactive design. Sayhellovalerie offers affordable design services for all art related projects including blogs and personal portfolios.

WWG CREATIVES (JANUARY 2010 - NOVEMBER 2010)

CREATIVE DIRECTOR

Assisted in the starting up of the creative arm of WWG Creatives. WWG Creatives offers iPhone, iPad and Facebook app design in addition to web design and development services. Brands featured include Discovery Channel and MICA.

OGILVYONE WORLDWIDE (SEPT 2006 - SEPT 2008)

INTERACTIVE DESIGNER

Developed online branding campaigns for accounts like Cisco, DHL, Diageo, IBM, Levi's®, Nokia, etc. Assisted in the copywriting for Caring for Cambodia, Economic Development Board of Singapore and Levi's®.

WEB PROFESSIONAL HOUSE (MAR 2006 - SEPT 2006)

WEB DESIGNER

Designed various government websites like Singapore Customs and Singapore Medicine.

ARC WORLDWIDE SINGAPORE (DEC 2006 - MAR 2006)

INTERNSHIP

Designed websites and created interactive solutions for accounts like Johnnie Walker Classic, SAP and Visa. I worked on the expansion of the Leo Burnett Asia Pacific website too.

EDUCATION

Nanyang Polytechnic: Diploma in Digital Design (2006)