

# Viona Sew

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Singapore

## EDUCATION

### **Lasalle College of the Arts** *BA (Hons) Design Communication*

Aug 2017 – May 2020

Worked on several projects including packaging designs, web and mobile user experience, tangible interaction, user interface, design research and writing as well as motion graphics and animations. My FYP was also nominated to be featured in *Lasalle's Grad Show 2020* and *Lasalle's 2019/2020 Year In Review* as a showcase to ministries/statutory boards, industry professionals and international institutions.

### **Republic Polytechnic** *Diploma in Interactive and Digital Media*

2013 – 2016

Worked on projects such as microsites, graphic design, 2D animations and 2D game design using unity, C#, Python, PHP and MySQL.

## SOFTWARES

Sketch, Adobe XD, Figma, InVision, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe AfterEffects, Adobe Premiere Pro, Adobe Animate, Zeplin

## DESIGN

Design Research, UI Graphics, Illustration, Web Design, Interaction Design, 2D Animation, Motion Graphics, Design System Language, User Flow, Information Architecture, Low/High Fidelity Wireframe

## RESEARCH

Data Analysis, Competitor Analysis, Personas Drafting, Site map, User Journey map, User Testing & Experiment

## EXPERIENCE

### **ViSenze** — *UI/UX Design Intern*

May 2019 – August 2019 (3 months)

Assisted the design team in developing design strategy, wireframes and prototypes for their products and websites. I worked on design research such as conducting user interviews as well as competitor analysis. I also collaborated with product managers, developers and engineers to design visually aesthetic and usable interface for the Annotation system used by engineers and data scientist.

### **Aquarium Zebra** — *Freelance Web Designer*

Apr 2018 – Aug 2018 (4 months)

Proposed and implemented new site content architecture and navigation scheme for the website redesign of Aquarium Zebra, an ecommerce site for ornamental fish food.

### **Agape Communications** — *Graphic Designer*

Mar 2017 - July 2017 (4 months)

Involved in projects for brands such as *Fortune Tofu*, *Starwood Hotels*, *Marriot Hotel*, *Meiji* and *Singapore Eye Center* where I worked on the marketing collaterals, logos and packaging designs. I was also involved in brand strategy marketing, conceptualising ideas, campaigns and graphic advertisements.

### **IPrint Express** — *Graphic Designer*

Aug 2016 – Feb 2017 (6 months)

Liaised with clients to provide them with designs for their marketing collaterals such as flyers, banners, posters. I was also involved in designing company logos and name cards.

### **Supersteam Asia** — *Graphic Design Intern*

Mar 2016 – July 2016 (4 months)

During my internship, my role as Supersteam's in-house graphic designer involves designing marketing collaterals such as posters, brochures and web graphic content. My poster design for Supersteam's product was also used in the *Clean Enviro Summit 2016*.