

# Zion Mok

Graphic and Web Designer

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My creative journey started at the age of 15 when I first tried painting. I feel incredibly fortunate to pursue my passion every day and I thrive on collaborating with others to bring projects to life. Outside of design, you can often find me reading, painting, or jogging to let my mind wander and spark new ideas. I'm excited to see where Big Magic leads me next.

## EXPERIENCE

### Mills Creative, Singapore — *Graphic Designer*

OCT 2023 - FEB 2024

- Conceptualised and executed impactful logo designs to visually represent brands
- Developed visually compelling key visuals (KVs) that effectively communicated campaign messages
- Designed professional print collateral, ensuring consistency and brand integrity across all materials
- Spearheaded the ideation process for pitches, contributing innovative concepts to enhance presentations and win new business opportunities

### Inmarch Agency, Singapore — *Visual Designer*

MAY 2019 - JUNE 2020

- Assisted in UX Sprint workshops for cross-functional teams to understand users' journey
- Contributed to the development of impactful products and marketing materials based on user insights
- Collaborated with motion graphic designers to produce a series of informative animation for social media engagement

### Punch! Events & Promotion LLP, Singapore — *Graphic Designer Intern*

APRIL 2018 - JUNE 2018

- Developed concepts for corporate events, campaigns, and conferences
- Designed and built collaterals using Adobe Photoshop and Illustrator to enhance participant experiences.
- Collaborated with cross-functional teams, including Project Manager, Operations Management, and Logistics, to deliver designs that meet clients' and participants' needs.

## SKILLS

UX Workshop  
Affinity Map  
Design Research  
User Research  
User Interview  
IA, Userflow  
Wireframing  
Prototyping  
Branding  
Video Editing  
UX Design  
HTML  
CSS

## EDUCATION

**BA(Hons) in Design Communication**, LASALLE College of the Arts — *BA (Hons)*

- Specialised in UX research and design, branding and visual communication

**Diploma in Visual Communication**, Nanyang Polytechnic School of Design — *Diploma*

- Specialised in Branding and Identity
- Top 10 in SGH 200th Anniversary Logo and Design Identity Contest
- Distinction in Co-Curriculum Participation (Leadership)

## TOOLS

Figma

Illustrator

Photoshop

Premiere Pro

InDesign

Miro