

JENNIFER CHANDRA

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EXPERIENCE

05/2020 - present Communications Designer

- Meta (Policy and Newsroom team) @ Insight Global | Contractor
- Extended brand identity and developed strategic visual concepts for complex topics of policy and fast-paced Newsroom posts.
 - Improved Newsroom's visual consistency through building visual system for headers, illustrations, inline graphics, and web features.
 - Increased work efficiency by building Figma and Google templates.
 - Collaborated with departments across Meta (web, motion, cross-product) to conceptualize high quality creative outcomes.
 - Produced static and animated social assets for Meta's high level executives and company's social accounts.
 - Planned and led illustration workshop for a team of >40 designers.

01/2017 - present Freelance Designer and Calligrapher

- Art directed and provided design solutions for local and international clients, including social media management, marketing collaterals, and web design.
- Established branding, packaging, and design assets for Canada's toy and games company.
- Hosted calligraphy and watercolor workshops for over 50 students.
- Boosted luxury brands' sales through on-site calligraphy events.

01/2015 - 02/2018 Senior Graphic Designer

- SiliconPlus Communications — Agency | Full-time
- Shaped design projects from conception to completion, including award winning annual reports and campaign, on-site events, presentations, large format designs, photoshoots, and storyboards.
 - Oversaw press-check process and communicated with production team to ensure the readiness of final shipped files.
 - Mentored design interns and junior designers.

08/2014 - 12/2014 Graphic Designer

- Oculus Design — Agency | Part-time
- Worked closely with writers and art director to develop visual concept for campaigns, including for Singapore's top universities.
 - Designed digital and printed promotional materials such as banners, booklets, and newsletters.

Graphic Design Internships

The Strangely Good — Agency | 06/2014 - 08/2014
DMA Connection — Agency | 07/2012 - 06/2013
T/LT — Agency | 05/2012 - 07/2012

SKILLS

Design

Conceptual thinking, project management and communication, team collaboration, art direction, social media, illustration, layout, infographics, presentation, motion graphic, branding, calligraphy

Software

Adobe Suite (Illustrator, Photoshop, InDesign, After Effect), Figma, Keynote, Powerpoint, Google Suite (Docs, Slides), Procreate

Language

English, Indonesian (native), Chinese (basic)

EDUCATION

Bachelor of Arts (Hons) in Graphic Communications

Nanyang Academy of Fine Arts, Singapore, with certificate by University of Loughborough, UK

Diploma (with distinction) in Graphic Design

Nanyang Academy of Fine Arts, Singapore

AWARDS

The Paperweight Awards

2017 | PSA International Annual Report: Pride and Passion

Singapore Design Awards — Gold

2016 | #BuildSG2065 Campaign

Davey Awards — Silver

2016 | ComfortDelGro Corporation Annual Report Series