

z.wel edric lee

GRAPHIC
DESIGNER
CURRICULUM
VITAE



about me

As a creative designer with over a decade of experience in Visual Concepts, Graphic Designs, UI/UX, and Illustrations, I bring a wealth of expertise and a passion for visual storytelling to every project.

I am a driven team player who takes ownership of every initiative, working with cross-functional teams to bring creative ideas to life. Focused on collaboration and innovation, I strive to deliver exceptional results and exceed client expectations.

highest education

Bachelor of Arts 2009 - 2013
Visual Communication
Lasalle College of the Arts Singapore

my skills

2D / 3D Graphic Art Design

This is my primary expertise, honed through numerous projects. Proficient in creating visually compelling graphics that effectively communicate information through strategic use of typography, color, and shape. I excel in solving visual challenges and optimizing design solutions.

Softwares:

Adobe Illustrator & Photoshop . Affinity Collection .
Blender . Clip Studio Paint

UI/UX

In our digital age, intuitive user interfaces and seamless experiences are crucial. I specialize in designing user flows that prioritize ease of use and engagement, enhancing overall digital interactions.

Softwares:

Adobe XD . Figma . InVision

Animation & Video Editing

Creating motion graphics allows me to unfold stories in ways that still imagery cannot. I harness the power of moving visuals to captivate audiences with their unique impact and narrative depth.

Softwares:

Adobe After Effects . DaVinci Resolve

work experience

Concept Artist @ Game Reign
2021 - 2023

- Led the User Interface design and development for mobile game as well as designed the leading characters.

2D Artist @ Chariots Gaming
2019 - 2021

- Designed and animated various monster characters in the game and collaborated with developers to design combat gameplay.

Art Director (UI/UX) @ OPS
2014 - 2019

- Designed and developed a B2B Global Sales application for Unilever, while leading a small team of in-house designers.

Graphic Designer @ Manybits
2013 - 2014

- Collaborated with the Art Director to design websites for various clients.

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