

# K.B Tan

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Versatile **Visual Designer** with 6+ years of experience in translating business content into compelling communication designs to enhance brand narratives. Proficient across a wide range of services including print, web design, illustration, video production, and stakeholder management.

## Relevant Experience

**Creative Services Lead** Padang & Co **Oct. 2021 – Present**

- Guided clients through the creative process for B2B campaigns focused on sustainability challenges, overseeing a team of 3 consisting of designers and multimedia producers.
- Managed 3–5 projects simultaneously, overseeing the successful delivery of creative content, including marketing materials, website designs, videos, and event activations to meet client objectives.

**UI Designer** Pulsesync **Dec. 2020 – Sep. 2021**

- Designed marketing content to enhance brand messages and digital product offerings for an active ageing SaaS company, as their sole in-house designer.
- Led a redesign of *Ingot PCC*'s medical dashboard design system, improving user experience and efficiency by implementing a more intuitive layout and navigation structure.

**Multimedia Designer** Planitwiss Asia **Jul 2019 – Nov 2020**

- Collaborated with the creative team in the full MICE (Meetings, Incentives, Conferences, and Exhibitions) process, contributing to concept pitches, 3D layout designs, and event executions.
- Proposed and implemented sustainable alternatives in event fabrication, leading to a 10% increase in awarded pitches.

## Education

**Nanyang Technological University, Singapore** **2014 – 2018**

Bachelor of Fine Arts (BFA), Design and Visual Communications 4.3/5.0 GPA

**Singapore Polytechnic** **2009 – 2012**

Diploma in Game Design & Development 3.4/4.0 GPA

## Certificate

**Google UX Design Specialization** **Jun. 2021**

## Skills and Capabilities

**Strategic Management** Pitching / Team Management / Stakeholder Relations / Workshop Facilitation / Budgeting / Digital Analytics

**Tools** Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premier Pro) / Figma / Webflow / Microsoft Office (Powerpoint, Excel, Word, Outlook) / Mailchimp

**Languages** English / Mandarin / Familiarity with HTML/CSS