

GARY YEOH

Graphic Designer

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EXECUTIVE SUMMARY

Marketing-focused creative professional with cross-industry experience supporting branding and campaign execution. Ability to translate business goals into effective visual communications that strengthen brand presence and support sales growth.

Achievements

- Developed campaign artwork and marketing visuals across e-commerce, social media, and promotional advertisements, strengthening brand presence, gaining new customers, and driving sales.
- Managed the creation and rollout of advertisements, ensuring they were delivered on time and aligned with marketing goals.
- Contributed to revenue growth by supporting performance-driven digital campaigns that increased sign-ups, product sales, and event participation, delivering measurable ROI.

KEY SKILLS

Graphic Design | Brand Identity | Marketing Campaign Support | Digital Marketing Assets | Social Media Design Development | Product Launch Support | Layout & Typography | POS & Promotional Materials | Print Production | Packaging | Large Format Design & Production | E-commerce Visual Content | Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Project Coordination | Deadline-Driven | Time Management

PREVIOUS EXPERIENCE

Graphic Designer (Hybrid/Remote)

Sunrider Singapore LLC (<https://sg.sunrider.com>)

Full time: Mar 2021 – Dec 2025

Part time: Sept 2020 – Mar 2021

Local arm of an international company specialising in herbal, skincare, and cosmetic products for health, beauty, nutrition, and wellness.

Selected Contributions:

- Developed promotional advertisements and digital campaign visuals across Facebook and Instagram, increasing product sign-ups, sales, and overall campaign engagement.
- Collaborated closely with marketing to streamline revisions and improve campaign execution efficiency.
- Conceptualised campaign visuals with clear ROI focus, delivering increased sales and event attendance.
- Supported corporate and product launch events, creating all visual assets for about 5 major events a year and helping out on-site when needed.
- Support brand rejuvenation efforts by contributing to digital marketing strategy, timeline planning, and execution.
- Managed multiple concurrent projects under tight timelines while maintaining production accuracy and quality.

EARLY CAREER (CONDENSED)

f you'd like to learn more about my past experience or any question related, please feel free to contact me.

- **CHD@Soon Lee Pte Ltd:** Graphic Designer (2018–2019)
- **YSQ International Pte Ltd:** Graphic Designer (2017–2018)
- **Bed & Basics Pte Ltd:** Graphic Designer (2016–2017)
- **Flametree Comm. Pte Ltd:** Snr. Graphic Designer (2015–2016)
- **Nippcraft Limited:** Snr. Product Dev. Exec. (2003–2015)
- *Prior roles at Events HQ International Pte Ltd, Signexpress Design Consultant Pte Ltd, NS Marketing Sdn Bhd, Vibrant Creations, APM (M) Sdn Bhd, ABraxis Sdn Bhd, CCAS Sdn Bhd, Dot Advertising (1991–2003).*

EDUCATION

Advanced Certificate in Infocomm Technology March 2021

Lithan Academy

Software and Applications

Bachelor of Business and Marketing June 2016

University of Sunderland / MDIS Singapore

WSQ Specialist Diploma in Interactive Media March 2014

Singapore Media Academy

Diploma in Commercial Art May 1990

PIA Institute of Art