

Ivy Lee zhi wei

PristineOwl@outlook.com

8889 0915

Main portfolio: <https://weidesign77.wixsite.com/pristineowl>

Side blog: <https://designwavez.tumblr.com/>

Social Media: https://www.instagram.com/pristine_owl/

Objective

Hello I always enjoy learning about various types of Marketing and Entrepreneurship.

I hope that if I ever enter into your company, I hope to apply my knowledge of marketing techniques of what I learn by reading books and applying theoretical studies in my portfolio.

Because I wanted to help scale and improve your business by learning on your goals, passions, or what you can serve to your target customers so that I can understand and help get the job done.

I also have a side blog where I am dedicated to improving my skills of graphic design and content layouts.

Relevant Experience

Freelance Branding Project

2023 – Present

- Built a small but engaged audience (200+ followers) on a design-focused Tumblr.
 - Continuously building up projects onto my main site to improved on my communication and branding skills.
 - Learned firsthand how visuals, captions, and timing impact visibility and audience interaction.
-

Education

LASALLE College of the Arts

Diploma in Communication Design, 2022 – 2026

- Relevant coursework: Digital Marketing, Visual Communication, Branding, Relevant Coursework: Typography, Digital Media Design, Branding, Web Design, Motion Graphics
 - Group project: Created a mock product launch plan and designed its Instagram strategy
-

Skills

- Social Media Platforms: Instagram, Facebook
 - Design Tools: Canva, Figma, Adobe Express, Photoshop
 - Basic Video Editing: Premiere Pro
 - Content Planning: Google Calendar
 - Writing: Caption writing, blog drafting
 - Soft Skills: Creative thinking, curiosity, willingness to learn
-

Extra

- Participated in online challenges (e.g. #30DayDesign, social media challenges)
- Reading various types of marketing books (<https://www.goodreads.com/review/list/74024276-milkshake-oreo?shelf=read>)
- Currently learning basic analytics tools and insights interpretation