

Jennifer Effendy

LinkedIn ↗

Portfolio ↗

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ABOUT

I'm a designer with a love for illustrations and print. Inspired by culture, natural systems, and everyday observations, I enjoy creating designs that are both playful and meaningful.

SKILLS

Design Tools

Illustrator, Photoshop, InDesign, Lightroom, Figma, Procreate, Canva, Premier Pro

Design Skills

Social Media, Marketing Visuals, Publication and Print Design, Brand Identity Design, Illustration, UI/UX

Strengths

Collaborative Design, comfortable working with teams and incorporating feedback

Visual Story Telling, translating ideas and concepts into engaging visuals

Curious & Experimental, open to exploring new tools, techniques, and approaches

EDUCATION

Tzu Chi Secondary School, Indonesia
IBDP, Graduated 2023

LASALLE College of the Arts, Singapore
BA (Hons) Design Communication
Expected Graduation: 2026

EXPERIENCE

Apr 2025 - Present

Simplicity Wines **Freelance Graphic Designer**

Worked on a rebrand focused on creating a visual language that feels elegant yet authentic, and extended the identity across the website and printed collaterals.

Aug 2025 - Present

The Tinsel Rack **Freelance Photo Editor**

Edited product images through cropping and colour adjustments.

Jun 2025 - Aug 2025

The Tinsel Rack **Graphic Design Intern**

Designed visual marketing materials for both digital and in-store platforms. Created social media content, print collaterals, and visuals for retail pop-ups.

Dec 2024

FORM_FLUX_FUTURES **Exhibition Volunteer, Lasalle**

Assisted with exhibition preparation, installation, and spatial setup