

ISSEY RAO

Creative Designer

I am a creative designer with 5 years of experience across design and retail, working on print, digital content, social media visuals, videos, and visual merchandising materials. I explore how visuals shape the way people see, feel, and engage with a brand. Through meaningful and intentional design, I aim to create work that is not only visually appealing, but also communicates clearly, builds connection, and creates impact.

My Portfolio: <https://tinyurl.com/isseysportfolio>

✉ isseyrao@gmail.com

☎ +65 9650 3874

Creative Skills:

Graphic Design | Branding & Identity | Social Media Design | Digital Marketing Assets | Editorial Design | UI Layout Design | Visual Merchandising | Print Collateral | Art Direction | Layout Design

Software:



Know the basic of this software:



Work Experience:

Mar 2019 – May 2019

Part time Graphic Designer

Hashmeta (Social media and digital marketing agency)

Since 2020

Freelance Graphic Designer

Mar 2021 – May 2021

Graphic Designer Intern

Papermarket (Retail store)

Jan 2022 – July 2022

Graphic Design & Digital Marketing Executive

Papermarket (Retail store)

May 2024 – Aug 2024

Graphic Designer Intern

Hooked Advertising Pte Ltd (Agency)

May 2025 – Aug 2025

Junior Designer Intern

The Gap People Pte Ltd (Creative Agency)

Education:



2013 – 2017

GCE O-Level
Pasir Ris Crest Secondary School



2018 – 2021

Diploma in Visual Communication
Nanyang Polytechnic



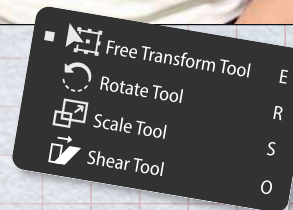
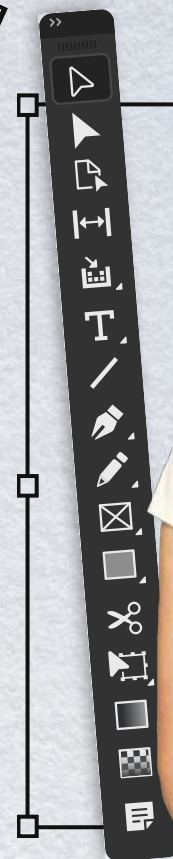
2021

Post – Diploma in Digital Marketing & Communication
Temasek Polytechnic



2023 – 2026

BA(Hons) Design Communication
Lasalle College in Arts



Work Experience

May 2025 – Aug 2025

Junior Designer Intern

The Gap People Pte Ltd (Creative Agency)

- Designed digital assets, social media visuals, and print collaterals for clients including Sushiro.
- Created marketing materials and campaign visuals for client projects across different industries.
- Collaborated with the creative team to develop a campaign concept, key visual, and visual direction for Lien Foundation.
- Produced mock-ups, layout designs, and presentation visuals to communicate creative ideas clearly.
- Contributed to the campaign's colour palette, branding direction, and overall visual identity.
- Used AI image generation tools to create realistic visuals and support digital campaign development.
- Delivered client-focused creative solutions across branding, advertising, digital, and print design.

May 2024 – Aug 2024

Graphic Designer Intern

Hooked Advertising Pte Ltd (Agency)

- Designed digital assets, social media ads, and marketing collaterals for Facebook and Instagram.
- Used Figma to create property marketing visuals for condominium real estate agents.
- Produced promotional graphics, digital banners, and campaign visuals to support online property marketing and lead generation.

Jan 2022 – July 2022

Graphic Design & Digital Marketing Executive

Papermarket (Retail store)

- Created digital and print campaign assets, including social media visuals, promotional graphics, and marketing collaterals.
- Designed brand visuals and marketing materials aligned with brand identity and visual guidelines.
- Maintained and updated website, e-commerce, and online brand platforms.
- Managed and reviewed content across social media, website, and partner platforms.
- Supported product design, packaging design, and in-house brand visuals.
- Collaborated on marketing strategies, campaign ideas, and promotional activities.
- Prepared EDMs, newsletters, promotional emails, and digital content for distribution.
- Reviewed marketing performance and campaign analytics to improve design and content direction.

Mar 2021 – May 2021

Graphic Designer Intern Papermarket (Retail store)

- Designed marketing collaterals, retail visuals, and in-store promotional materials for campaigns and sales activities.
- Maintained brand consistency and visual identity across PaperMarket's website, e-commerce platforms, and online presence.
- Managed and updated digital content and visual assets across Facebook, Instagram, Google, and Lazada.
- Contributed to product design, packaging design, and in-house brand visuals.
- Developed creative concepts for social media campaigns, in-store launches, seasonal promotions, and retail marketing activities.

Since 2020

Freelance Graphic Designer

- Created digital assets, print collaterals, social media visuals, marketing materials, and campaign designs for various clients across different industries.

Clients I Worked with Before:



Mar 2019 – May 2019

Part time Graphic Designer Hashmeta (Social media and digital marketing agency)

- Created social media visuals and marketing collaterals for Facebook and Instagram.
- Supported senior designers in producing digital assets, mock-ups, and campaign visuals.
- Ensured design quality, layout consistency, and final artwork accuracy across deliverables.