



graphic designer

GOH XINYI DINIS

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Hello, I am Dinis and I design with empathy and purpose.

I find passion in creating design solutions to make a difference in society and improve the way we live. As a young designer, I have the drive to broaden my experience and skillsets.

I am constantly looking for opportunities to grow and learn.

ACHIEVEMENTS

2015 —
Finalist for 4As
Crowbar 24hr
Advertising Challenge

2015 —
**Outstanding Arts
Team Award 2015**
(Ngee Ann Poly)

2014 —
Runner-up for GONG
NEXGEN 2014

LEADERSHIP

2020 —
**Sub Committee
Publicity and
Publications** for ADM
Grad Show 2021

2018 —
**Main Committee
Publicity and
Publications**
for Hall XV FOP 2018

2013 to 2014 —
Dance Captain
for D3 Contemporary
Dance Club

2011 to 2012 —
Captain of Rhythmic
Gymnastics Team
(CHIJ Secondary)

INTERESTS

Pilates / Food /
Type Motion / Film /
Travelling / Long Walks

EDUCATION

- **BFA in Design Art** August 2017
Nanyang Technological University, School of Art, Design and Media.
– Honours (Distinction) – May 2021
- **BA in Design and Visual Communications (Exchange Semester)** August 2019
Rensselaer Polytechnic Institute, Troy, New York. Fall 2019 – Dec 2019
- **Diploma in Advertising & Public Relations** April 2013
Ngee Ann Polytechnic, School of Film & Media Studies. – February 2016
– 3 Director's Lists
- **GCE O Levels** January 2009
CHIJ Secondary (Toa Payoh) – December 2012

WORK EXPERIENCE

- **Johnson & Johnson / Kenvue** January 2022
Junior Brand Experience Designer – Present
– Ideating and creating user-centric design solutions for consumer brands
– Close collaboration with cross-functional teams such as Marketing, R&D
and Travel Retail, Leading key projects with minimal support from managers
– Brand World Ideation, Skin Science Visuals & Animations, PDP Creation
Brand Book Creation, New Product Visualisations, Design Audits
– Brands: Dr.Ci:Labo, Neutrogena, Aveeno, Tylenol
- **C.K. Tang Limited,** May 2021
Design & Content Executive – Dec 2021
– Content Creation, Social Media Posts, Monthly Key Visuals, Logo Designs,
EDM layout/artwork template, Web Banners, Motion Graphics, Promotion
or Sale posters/hanging mobiles/social media artworks.
– Main designer in charge of two monthly campaigns (in store and online)
within 3 months of joining.
- **Foreign Policy Design Group,** June 2020
Graphic Design Intern – August 2020
– Worked on illustrations, motion graphics and concept ideations.
– Projects worked on: Dumpling Darlings, Brand Guide: Singapore Edition,
Petite Passport, Where We Stand: Social Distancing Project.
- **Hogarth Worldwide,** June 2016
Freelance Content Coordinator – June 2017
– Overseas-based
– In charge of localising and managing content on various digital platforms.
– Handling large scale information and organising it.
- **Naiise,** March 2016
Marketing and Events Intern – July 2016
– Dealt with partnerships and events organised by Naiise.
– Worked closely with external vendors.
– In charge of organising Naiise's first food-related event, "I Eat Design".
- **Ogilvy & Mather,** April 2015
Project Management Intern – August 2015
– In charge of managing Social, and Ogilvy Commonwealth Projects.
– Brands worked on: Coca-cola, BMW, Global Blue, Nescafe Dolce Gusto.

SKILLS

- **Adobe Illustrator** ● ● ● ●
- **Adobe Photoshop** ● ● ● ○
- **Adobe InDesign** ● ● ● ○
- **Adobe After Effects** ● ● ● ○
- **Adobe Premiere Pro** ● ● ● ○
- **MS Office Applications** ● ● ● ○