


# JOSEPHINE TAN WH

Product Designer with 10 years of marketing communications and design management for digital products.

 josephinetwh.com

 linkedin.com/in/josephinetwh

## Work Experience

### CapitaLand Singapore - CapitaStar (Shopping Mall Loyalty Programme)

**Senior Executive, Digital Platforms (Retail & Workspace)** OCT 2022 - PRESENT

**Product Management:** Collaborate with business owners and UI/UX agencies to develop product features for CapitaLand Retail's digital products including CapitaStar rewards programme (1.4 million members) and eCapitaVoucher.

**Art Direction & Graphic Design:** Conceptualise omnichannel marketing strategies & design assets, ensuring optimisation across mobile app, web, email, and nearly 30 retail mall & office properties.

**User Interaction & Experience:** Create wireframes and high-fidelity mockups for presentation to stakeholders. Maintain design documentation for web & app.

**Achievements:** Part of the core team that managed the redesign of the entire CapitaLand website, from reorganising information architecture to final mockups.

### Difference Engine Singapore (Comics Publisher)

**Marketing Manager** JUL 2020 - AUG 2022

**Marketing Specialist** JUN 2018 - JUL 2020

**Book & Author Publicity:** Planned over 40 book launches and workshop events to promote titles and drive sales. Produced press kits and promotional materials to grow brand reach & liaised with media.

**Partnerships:** Pitched to retailers & industry brands to build collaborations.

**E-Commerce Web Feature:** Spearheaded launch of e-commerce operations. Conducted user interviews to improve flow for web interface.

**Recognition:** Featured in local media The Straits Times for the work we did in comics publishing: [The Rise of Women in Local Comics](#)

### Freelance UI/UX, Graphic Design & Illustration

JAN 2018 - CURRENT

**User Interface Design | Division Zero:** Created web mock ups for cybersecurity community Division Zero's edu-tech platform.

**Branding | GovTech Singapore:** Designed branding collaterals including logos, web banners, social media visuals, and merchandise.

**Illustration:** Illustrated and coloured images & webcomics for clients including NOHATS, Clozette.co, and more.

**Arts Education | Art Loft:** Taught visual arts to children aged 6-12.

### Mizuno Sportswear

**Digital Marketing Executive** APR 2016 - MAY 2018

**Content Production:** Collaborated with product managers and agencies to produce marketing assets for B2C audiences & tradeshow. Oversaw regional digital presence and liaised with Asia Pacific distributors to deliver content.

**Digital Media Management:** Managed web & social media pages for Mizuno (Global). Planned and budgeted digital media buy & advertising campaigns.

**Recognition:** Awarded Silver in "Best Event - Sports" category at Marketing Events Awards 2016 for Mizuno Ekiden (Singapore).

### The Press Room

**Assistant Editor** MAR 2015 - MAR 2016

**Editorial & Project Management:** Wrote & edited copy for marketing assets, and ensured projects adhered to schedule. Liaised with clients including National Parks Board, Beam Suntory, and Prime Minister's Office Singapore.

### Ministry of Communications and Information

**Intern** JAN 2013 - JUN 2013

**Research:** Analysed social media strategies for crisis communications and local and global current affairs. Researched on search analytics, big data, and their possible applications in the government.

## Education & Certs

**Bachelor of Communication Studies** 2010 - 2014

Nanyang Technological University  
Upper Second Class Honours  
Minor in Creative Writing

**Diploma (Conversion) in Web and Programming** 2021 - 2022

Singapore Polytechnic  
GPA 3.89/4.00

**Certified ScrumMaster (CSM)** 2022  
Issuing Authority: Scrum Alliance

**Facebook Certified Digital Marketing Associate** 2020

Issuing Authority: Facebook

**App Development with SWIFT** 2023

Course Provider: Nanyang Polytechnic

## Skills

### User Design

Illustrator • Figma • XD • Photoshop • InDesign • Prototyping • Userflow • Wireframing • Mixpanel

### CRM

Adobe Experience Manager • Adobe Campaign • Shopify • MailChimp

### Programming

HTML • CSS • Bootstrap • Javascript • Python • Flask

### Digital Marketing

Search engine optimisation • Google Analytics • Google Search Console • Facebook Ads Manager • Google Ads •

### Project Management

Events planning • Media & influencer management • Asana • Trello • Slack

## Languages

### English

Native speaker

### Mandarin (普通话)

Proficient

### Singapore Sign Language

Basic

## Interests

Boxing • Krav Maga Practitioner Level 1 • Badminton • Art history