



VIDYA KANNAPPAN

Media & communication and Interactive & visual design student

PORTFOLIO

tinyurl.com/vidyak

CONTACT

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SOFTWARE

Adobe Creative Suite

- Photoshop
- Illustrator
- Premiere Pro
- After Effects
- Animate
- Indesign
- Lightroom
- XD
- Dreamweaver

Microsoft Office

- Word
- Excel
- Publisher
- Powerpoint

SKILLS

- Marketing
- Advertising
- Public Relations
- Graphic Design
- UX/UI Design
- Web Development
- Web Design
- Copywriting

EDUCATION

Queensland University of Technology
2021 - 2023
Bachelor of Creative Industries
Media and Communications
Visual and Interactive Design

Ngee Ann Polytechnic (Singapore)
2017 - 2020
School of Film & Media Studies
Diploma in Mass Communication

ABOUT

My passion lies in the marketing/advertising sector as well as in user experience design. I believe that both of those areas of expertise compliment each other beautifully, allowing me to come up with and execute several innovative ideas that are centered around the target audience.

My experience in those fields paired with my versatile skill set and my willingness to take risks has allowed me to create several wonderful campaigns and projects.

EXPERIENCE

Wonder Workshop 2019 - 2020

Marketing & UX/UI intern

- Worked in the competitive startup environment in Silicon Valley
- Designed marketing collaterals
- Worked with a team to manage and plan out and manage social media marketing strategies
- Designed and developed webpages
- User tested the product on the target demographic and developed activities/curriculum to cater to their needs
- Analysed data on their new product and worked on simplifying and presenting it to the team on a weekly basis

Freelance Web Designer/ Developer 2018 - 2019

- Pitched web design and development ideas as well as good UX/UI interfaces to clients
- Coded 6 fully responsive & functional websites using languages such as JQuery, Javascript, HTML and CSS
- Innovated new ways to use the website as a tool to breakthrough in the companies' respective markets
- Worked with my clients marketing/software teams to understand the needs of their consumers and their brand image to design

Hennes & Mauritz (H&M) 2017 - 2019

Visual Merchandiser/Sales Associate

- Studied customer purchasing patterns to arrange the store in such a way sales increase to meet weekly revenue targets
- Assisted customers in finding their needs and provided advice on what worked best for their needs/criteria
- Ensured customers had a pleasant shopping experience and left the store satisfied
- Worked as a team to achieve sales targets