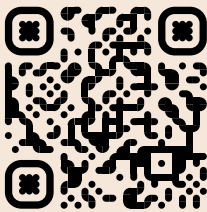


hello



sabrina

Creative designer with 8 years in education, driving brand engagement and lead generation through cross-platform storytelling, video editing, and regional collaboration



www.sabbculture.com



Design Experiences

IDP Singapore

Senior Creative Designer | Sept 2021 - Present

- Lead designer for both IDP Student Placement and IELTS brands across digital, print, and video
- Ensuring brand consistency across all channels while evolving design language to meet market trends
- Localized global assets to ensure cultural relevance and audience resonance while maintaining brand integrity
- Strong cross-functional and cross-regional collaborator; partnered with SEA regional marketing to localize campaigns for the Singapore market
- Proven track-record to drive brand engagement and lead generation
- Designed campaigns for education fairs, increasing event engagement and footfall - 50% increase in registration, 80% event engagement
- Assisted marketing to support lead generation campaigns — contributed to award-winning outcomes

Creative Designer | Sept 2017 - Aug 2021

- Developed web banners and digital ads for regional marketing campaigns.
- Captured and edited social media content during live events
- Supported branding and experiential design during office relocations and renovations
- Worked on diverse projects ranging from storytelling content to informative IELTS materials

Awards

2018
Global Excellence
Award Winner
Marketing Magic - Best
Cross Channel Campaign

2019
Global Excellence
Award Winner
Marketing Magic - Best
Lead Nurturing Campaign

2023
Global Excellence
Award Winner
Best Paid Lead Generation Campaign -
Team Singapore Paid Campaign Strategy

Education

2025 - 2025

- Vertical Institute
UX Design Bootcamp

2014-2017

- Nanyang Polytechnic-SIDM
Diploma in Interaction Design

2009-2012

Pei Hwa Secondary
'O' Levels

Software Skills



Personal Skills

- Attention to detail
- Team player
- Adaptability
- Willing to learn