



# Kenneth Tan Jin Hao

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As a designer, I approach every project with a passion for creating beautiful, effective deliverables that resonate with its intended audience. My process is characterized by persistence, efficiency, and an obsessive attention to detail.

From a young age, I've been fascinated by the world of arts and visuals. As I began to explore the field of design, I discovered a deep appreciation for the power of visual content to communicate ideas and emotions in a compelling way. This curiosity and eagerness to learn have driven me to constantly seek out new ideas and techniques, and to develop a keen eye for detail and aesthetics.

Today, I bring this passion and experience to every project, working closely with clients to understand their needs and create designs that align with their goals. Whether it's developing a new visual identity, creating a stunning website, or designing engaging marketing materials, I'm committed to delivering work that is both beautiful and effective.

## Education

### Bachelor of Design (Communication Design)

Jul 2021 - Aug 2022 | Royal Melbourne Institute of Technology

Graduated with the degree of Bachelor of Design  
(Communication Design) with Distinction.

### Diploma in Mass Communication

Apr 2015 - Feb 2018 | Ngee Ann Polytechnic

Graduated with a diploma in Mass Communication, Ngee Ann Polytechnic. Completing a specialisation in Content Design for Mobile Devices, Social Media Strategies and Digital Media Design in year 3.

### General Certificate of Education "O" Levels

2011 - 2014 | Queenstown Secondary School

Sat for General Certificate of Education 'O' Levels and graduated from Queenstown Secondary School.

## Toolkit

Visual	Interactive	Motion
Photoshop	Basic HTML + CSS	Premiere Pro
Illustrator	Basic JavaScript	After Effects
Indesign	Wix builder, Editor X	
Lightroom	Webflow	

## Experience

### Freelance Designer

Jan 2017 - Present

Freelance designer for various projects including branding deliverables such as logos, visual identity and web development. Working with various clients allowed me to hone both my creative thinking and design skills.  
(more at [www.kennethtjh.com](http://www.kennethtjh.com))

### Designer & Social Media Manager (Internship)

Sep 2017 - Feb 2018 | The Alchemy Partnership

I worked overseas in Cambodia for my internship at The Alchemy Partnership. As an intern for the company, I handled Facebook accounts and dealt with the scheduling, managing of customer relations and post promotions belonging to several brands such as Fruit Tree Fresh Singapore, Camel Cement and Total (KH) from Cambodia. I create monthly reports on the performance and success of the marketing efforts for the clients. Besides managing social media, I also create digital artworks and marketing collaterals for the clients which includes posters, social media posts, advertisements, website layouts, etc.

## Certificates & Awards

### Industrial award - The Crafter Award

2022 | Royal Melbourne Institute of Technology

### Best Performance in Exploring Art & Design

2017 | Ngee Ann Polytechnic

### Best Performance in Visual Communication

2016 | Ngee Ann Polytechnic

### Edusave Award for Achievement, Good Leadership and Service (EAGLES)

2014 | Queenstown Secondary School

### Certificate of Appointment for being Duly Appointed as Student 2IC of National Police Cadet Corps

2013 | Queenstown Secondary School

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## Extracurricular

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### Gradshow Project Management & Branding

Nov 2021 — Aug 2022

As one of the five project managers of my university's gradshow project "Let's Get It. BDCD" I handled the finance and resources of the event, as well as branding work with the branding committee.

### Ngee Ann Polytechnic Photography Club

Apr 2016 — Dec 2017

As a member of the photography club, we work alongside event managers and other photographers to produce quality images.

### Ngee Ann Polytechnic Film & Media Studies Society (FMSS) Marketing Executive Committee

May 2016 — Dec 2017

The marketing committee works with the logistics and programs committee to organize events such as freshmen camps. My role as a member of the marketing committee is to create marketing collaterals.

### External Scouts Group (Colugo Scouts)

Nov 2014 — Mar 2015

Involved in planning and organizing work for the sixers training camp (SLTC) for cub scouts from various primary schools. Working alongside teachers and vendors for logistics.

### Queenstown Secondary School, 2IC, National Police Cadet Corps (NPCC) — CCA

Dec 2013 — Oct 2014

Involved in organizing and planning weekly training, open house, competition training and bonding camps. As the 2nd in-charge of the CCA, I assist my president in bringing the unit together with our leadership.

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