

Joseph Koh Zhi Yuan

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EDUCATION

**Bachelor in Digital Media, School of Science and Technology
Singapore University of Social Sciences**

Jan 2023 – May 2026

- Media Asset Management, Production Workflows, and Interactive Web Design

**Diploma in Visual Effects, School of Film Media Studies
Ngee Ann Polytechnic**

Mar 2017 – Mar 2020

- Motion Graphics, Video Editing/ Compositing, 3D Modelling and Animation, Visual Effects (VFX)

SKILLS

Digital: Photoshop, After Effects, Illustrator, Figma, Webflow, Blender, Autodesk Maya, Basic UX/UI(HTML, CSS, Javascript), F1 Studio, Microsoft Office Suite

General: Graphic Design, Motion Design, Content Strategy, Content Development, Social Media Marketing and Management, Project Management, Multimedia Production

PROFESSIONAL EXPERIENCE

Freelance Multi-Media Artist

Sep 2022 – Present

& Self-Managed Art Account on Instagram & TikTok

- Secured freelance projects with clients, delivering custom digital artwork and animations that aligned with their vision and branding.
- Grew self-managed art accounts to 10K+ Instagram and 20K+ TikTok followers, generating 3M+ views through digital mediums via storytelling.
- Leveraged social media algorithms and trends to drive client growth and visibility.

**MINDEF, Supply Base Central
Media Specialist**

Feb 2022 – Oct 2022

- Created high-quality visual content (photography, videography) to enhance organizational visibility and engagement.
- Designed and executed multimedia campaigns to showcase operational achievements, demonstrating strategic storytelling.
- Documented key events and milestones through creative media, ensuring impactful representation.

**Onedash 22, Videography Services Provider
Animation intern**

Sep 2019 – Feb 2020

- Assisted in the creation of 2D animations for client projects, ensuring high-quality visual storytelling towards brand guidelines.
- Contributed to the production of important videos for notable clients, including fintech firms, Ministry of Education, JTC, ensuring alignment with brand identity and messaging goals.
- Collaborated with the creative team to develop storyboards and concept designs for animations, aligning with client objectives.

CLUB & ACTIVITIES

**Executive committee for Publicity
NP KlavierEnsemble**

Apr 2018 – Apr 2019

- Served on executive committee responsible for planning and executing diverse events throughout the academic year such as Performance Programs and Welfare events
- Designed promotional materials including posters, flyers, and social media graphics to advertise club events, recitals, and competitions.