

Hello! I'm Syima

I'm a creatively driven thinker with a deep love for design, storytelling, and ideas that connect. With a background in graphic design and art direction, I've grown into a role where I mentored and led a group of creatives while expanding the team's capabilities to meet evolving creative challenges.

I bring a strong foundation in visual design and layout, with a keen eye for structure, storytelling, and brand expression. Over time, I've broadened my practice across multiple formats, from static design to dynamic content; I bringing ideas to life in ways that feel both relevant and resonant across platforms.

My strengths lie in concept development, identity design, and giving thoughtful creative counsel that bridges business needs with expressive execution. I work closely with clients and internal teams alike, ensuring clarity and creativity at every step. I believe great work comes from collaboration, trust and the space to push ideas with curiosity, honesty, and good humour.

Fun fact: I love being with my cats like I love my bubble tea — frequently and with affection

EXPERIENCE

Allison Worldwide (2021 - Present)

Art Director

Clients: Visa, Unilever, Suntory Food & Beverages, Pernod Ricard

Creative Manager

Clients: GE Vernova, IHG, Booking.com, ResMed

Senior Designer

Clients: Standard Chartered, TikTok, SIT, BMW

WE Communications (2019 - 2021)

Senior Designer / Visual Content Executive

Clients: Facebook, Google, National Gallery of Singapore, GSK (Stiefel), Abbot, The Macallan

3Degrees.asia (2018 - 2019)

Designer

Clients: NUS-LKY, UOB, Singapore National Eye Centre (SNEC)

Capstone Consulting Group (2015 - 2016)

UX Designer

Assisted in basic wireframe, design and managed minor conversations with the coding team.

EDUCATION

Glasgow School of Arts

Singapore Institute of Technology
Degree in Communication Design
2017 - 2018

Nanyang Academy of Fine Arts

Diploma in Graphic Design
2012 - 2014

SKILLS

Photoshop, Illustrator, Indesign, Premiere Pro, Lightroom, After Effects, Figma, Basic Video Production, CapCut, Canva, Midjourney

LET'S CONNECT

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[LinkedIn](#)
[Portfolio](#)

REFERENCES AVAILABLE UPON REQUEST