

Lee Ruo Shan

+65 9489 0765 | leeruoshan@gmail.com | leeruoshan.com | [LinkedIn](#)

EDUCATION

Singapore University of Social Sciences **Jul 2018 – May 2022**
(Expected)
Bachelor of Science in Marketing with Minor in Digital Media

- CGPA 3.77/5.00

Singapore Polytechnic **Apr 2014 – May 2017**
Diploma in Nutrition, Health and Wellness

- CGPA 3.565/4.00

WORK EXPERIENCE

Lee Ruo Shan **Mar 2019 – Present**
Creating User-friendly Interfaces

Freelance UI/UX Designer

- Create desktop and mobile mock-ups and prototypes on Figma/Adobe XD with user experience in mind
- Develop websites on WordPress ([The Local Scene](#), [Emily Shoots](#), [The Health Junkies](#)) based on mock-ups and prototypes as part of personal portfolio
- Designed and developed sandaochinese.com for an ex-MOE Chinese Language Teacher
- Redesigned website, developed a dynamic e-commerce store and blog page for [V-Care \(S\) Pte. Ltd.](#)

V-Care (S) Pte. Ltd. **Sep 2017 – Present**
Your Perfect Household Solution

In-house Marketing & Sales Assistant

- Improve content and overall look of over 30 matured products
- Create interesting and trending content for weekly social media posts
- Implemented new product packaging strategy to increase branding and sales efforts
- Monitor day-to-day sales

Our Little Company

Web & Design Boutique Agency

Marketing & UI/UX Designer **Jul - Sep 2021**

Marketing & UI/UX Design Intern **Jan – Jul 2021**

- Managed 101CAFFE's e-commerce website
- Developed effective digital marketing strategies and promotions for 101CAFFE' independently
- Designed social media collaterals, created EDMs and SEO-optimised articles for 101CAFFE'
- Designed a total of 9 mock-ups for various client projects namely Kyowa Kirin, Entsia, FICOFI, Positive Design, 101CAFFE', AIWM

ACTIVITIES

Temasek Secondary Peer Support Leaders **May 2013 – Dec 2016**

Executive Committee Member

- Planned events such as Secondary 1 Orientation Programme, Primary 5 Leadership Camps and Post-Exam Activities
- Received recognition for outstanding service as an Executive Committee Member

SKILLS

- **Design Tools:** Adobe Photoshop, Adobe Illustrator, Adobe XD, Figma
- **Technical:** WordPress.org, Responsive Web Design, User Experience Design, Elementor
- **Microsoft Office:** Microsoft Excel, Microsoft PowerPoint, Microsoft Word
- **Language Skills:** English, Mandarin