

# ROSE SAMSON

## GRAPHIC DESIGNER

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### PROFILE

I am creative professional with 10+ years of experience delivering impactful design for brands in retail, tech, digital marketing, and e-commerce. I specialise in brand identity, packaging, and polished mockup design—creating visually compelling and strategic solutions. With expertise across B2C and B2B, I bring adaptable thinking to every project, continually evolving with industry trends and integrating AI-assisted imaging to enhance ideation and storytelling.

### CORE SKILLS

🎨 Graphic & Web Design | 🖌️ Illustration | 🎬 Video Editing | 🧩 UX/UI | 🏢 Corporate Branding  
✂️ Editorial Campaign Design | 📑 Typography | 📦 Packaging | 📷 Advanced Photography | 🖱️ HTML/CSS

**SOFTWARE:**        

### ACHIEVEMENTS:

- Boosted engagement for lead collection websites by enhancing UX forms and redesigning targeted campaign assets resulting in improved data quality and higher CTR.
- Directed creative strategy for multi-country landing pages and campaigns across diverse business models such as charity and e-commerce using Unbounce platform, achieving a significant increase in impression and lead conversions.
- Recognised for outstanding creative leadership through mentoring junior designers and developing comprehensive internal manuals and design guides for staff, ensuring consistency and efficiency across platforms and projects.
- Winner of Covestro's Poster Design Competition in 2019 held in Thailand creating impactful logistics warehouse signage that improved workplace communication and branding.

### PROFESSIONAL EXPERIENCE:

#### Senior Graphic Designer

eGENTIC APAC Singapore (FEB 2019 - TO PRESENT)

- Designed region-specific assets (EDMs, hero banners, landing pages) optimised for SEO and brand alignment.
- Produced digital campaigns driving measurable lead generation growth across Asia.
- Pioneered AI-generated website concepts to streamline UX and A/B testing.
- Developed marketing collateral: brochures, infographics, presentations and motion graphics.

#### Graphic & Web Designer

Rhenus Logistics APAC Singapore (NOV 2017 - FEB 2019)

- Designed and implemented HTML banners, emails, landing pages for digital campaigns.
- Supported UX performance improvements and responsive design enhancements.
- Produced print + digital collateral (EDMs, event collaterals, brochures, signages and packaging).

#### Graphic Designer

Singapore Post Limited (SEP 2011 - NOV 2017)

- Created eCommerce visual solutions, promotional assets, and digital marketing campaigns.
- Partnered with product and marketing teams to deliver innovative brand concepts.
- Collaborated on UI/UX design updates for web platforms and email campaigns.

### EDUCATION:

- Digital Marketing Professional Certificate – MAD School, Chatsworth Academy Singapore, 2018
- Brand Design Professional Certificate – Orita Sinclair School of Design Singapore, 2015
- Fashion Design & Textiles Certificate – Lasalle College of the Arts Singapore, 2014
- Bachelor of Arts in Communication Arts – Colegio de San Juan de Letran, Manila, 2008