JEANETTE NGO

BRAND STYLE GUIDE.

COLOUR PALETTE.

Pale Pink

Rose
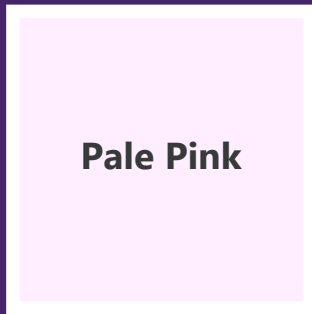
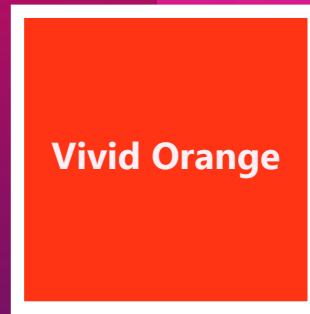**Vivid Orange**

Deep Purple

HEX #FFEEFF
RGB (255, 238, 255)
CMYK (0, 6, 0, 0)

HEX #FF0070
RGB (255,0,112)
CMYK (0, 100, 56, 0)

HEX #FF3414
RGB (255, 52, 20)
CMYK (0, 80, 92, 0)

HEX #450070
RGB (69, 0, 112)
CMYK (38, 100, 0, 56)

STRIKING, RICH COLOURS WITH HIGH CONTRAST.

TYPOGRAPHY.

EBRIMA BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10 | ! @ # $ % ^ & * ( ) - = _ +

EBRIMA REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10 | ! @ # $ % ^ & * ( ) - = _ +

BAHNSCHRIFT SEMIBOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10 | ! @ # $ % ^ & * ( ) – = _ +

TYPOGRAPHY GUIDELINES.

General font colour and sizing should be adhered to, but may be adapted while preserving visual hierarchy in terms of font size.

HEADER

EBRIMA BOLD, 30 pt

Sub-header 1

EBRIMA BOLD, 20 pt

Sub-header 2

EBRIMA BOLD, 16 pt

Body text
EBRIMA REGULAR, 16 pt

Accent text
BAHNSCHRIFT SEMIBOLD, 16 pt

HI! I AM JEANETTE.

This is my typography guide.

Use deep purple against light backgrounds.
This is my body text with my **accent text in rose** or **vivid orange**.

HI! I AM JEANETTE.

This is my typography guide.

Use pale pink against dark backgrounds.
This is my body text with my **accent text in rose** or **vivid orange**.

LOGO.

To provide adequate contrast against different backgrounds, the logo comes in two variants and can be adapted accordingly:

- Against lighter backdrops, (light version) should be used
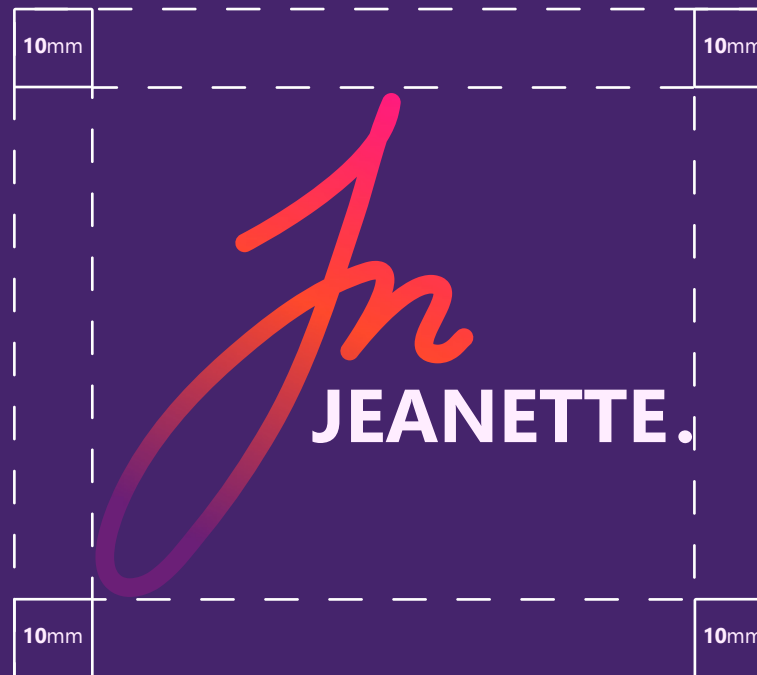- Against darker backdrops, (dark version) should be used

Light Version

Dark Version

LOGO GUIDELINES.

LOGO SHOULD RETAIN ORIGINAL FORM AND BRAND COLOURS AT ALL TIMES.

EXCLUSION ZONE

The immediate area surrounding the logo should be free from other elements.

LOGO GUIDELINES.

LOGO SHOULD RETAIN ORIGINAL FORM AND BRAND COLOURS AT ALL TIMES.

DO NOT...

DISTORT LOGO

ROTATE LOGO

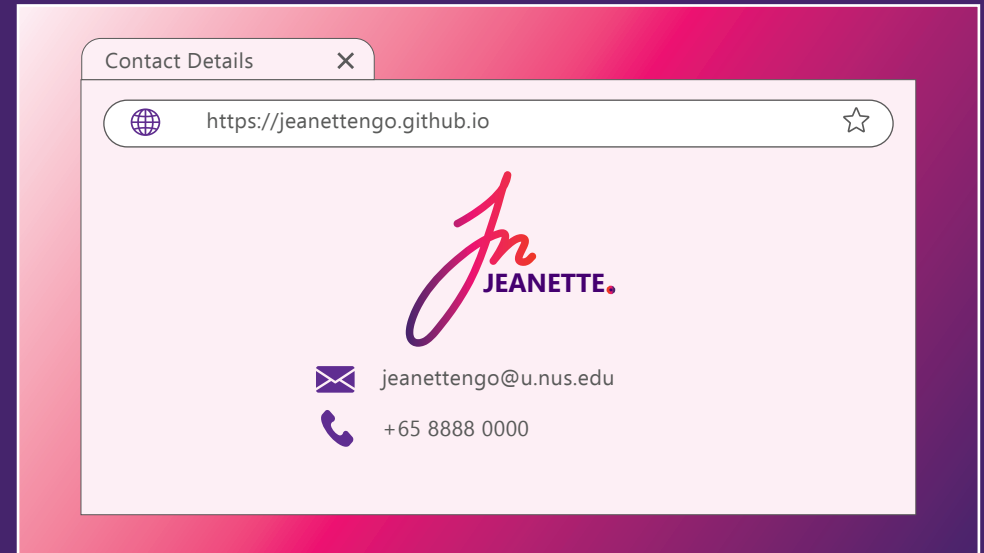**ALTER COLOURS**

SEPARATE ELEMENTS

ADD ELEMENTS

REMOVE ELEMENTS

BUSINESS CARD.

FRONT

BACK

RESUME.

Clean, minimalist look in line with my usual design style.

JEANETTE.

🔍 UI/UX Designer

📞 +65 8888 0000

✉️ jeanettengo@u.nus.edu

🌐 https://jeanettengo.github.io

EDUCATION

Bachelor of Arts (BA) | National University of Singapore — AUG 2018 - PRESENT

Major: Global Studies
Specialization: Global Health, Environment, and Technology
Expected Date of Graduation: May 2022

WORK EXPERIENCE

UI/UX Design Intern | Generation Connect Pte Ltd — MAR 2021 - PRESENT

Developed high fidelity web user interface screens on Figma; recorded detailed website UI/UX functions in a spreadsheet; conducted user surveys and transcribed user interviews

Research Assistant | National University of Singapore — MAR 2020

Collaborated with a team of part time research assistants to prepare necessary materials and assist with data collection for a field experiment

PROJECTS & COMPETITIONS

Shopee Product & Design Challenge 2021 — DEC 2020

Redesigned a simplified and more intuitive user interface for the Shopee application based on research insights and user feedback; Made an interactive prototype using Figma

Game Design | Corpus Animatum — SEP 2020 - NOV 2020

Collaborated in a team of 5 to create an original top-down shooter game for a school project using GameMaker Studio 2; Designed game mechanics and created original art assets as the lead artist using Adobe Photoshop

CREATION 2020 | NUSSU Welfare Diary Design — FEB 2020

Designed a cover page, back cover and a set of monthly pages based on a design brief for the NUSSU Welfare Diary Design Competition using Adobe Illustrator; Top 10 finalist

MISCELLANEOUS

Languages

English, Chinese, Korean (Early-Intermediate)

Skills

Microsoft Office Suite (Word, PowerPoint, Excel), Adobe Creative Suite (Photoshop, Illustrator, InDesign, Adobe XD), Figma, Procreate, Vegas Pro, HTML and CSS

FIN.