

# Narisya Ibrahim (Ms.)

Email:  
rnarisya@gmail.com

Website:  
lunalise.skylight-cafe.net

LinkedIn:  
linkedin.com/in/narisya-ibrahim

A freelance creative who has gone slightly astray; formally trained in front-end web development and trained on-the-job in project management and digital marketing. I advocate communication and collaboration between design and technology and hope to see the final product positively affect society. No stranger in adapting to different situations and environments, and able to display sensitivity towards clients' requirements – all while the music's turned up.

## Work Experience

Dec 2017 – Present	<b>Freelancer</b> Freelance creative, illustrator, front-end web developer
Jul 2019 – Present Nov 2016 – Apr 2017	<b>Associate, Website Content Officer (Contract), Singapore University of Technology and Design (SUTD)</b> Web content management and maintenance in Wordpress, website project management, design and implementation of web content across various departments, front-end support to technical team  Notable projects: <ul style="list-style-type: none"><li>• Design and Artificial Intelligence (<a href="https://dai.sutd.edu.sg/">https://dai.sutd.edu.sg/</a>)</li><li>• Engineering Systems and Design (<a href="https://esd.sutd.edu.sg/">https://esd.sutd.edu.sg/</a>)</li></ul>
Jul – Nov 2017	<b>Marketing Executive, Magika Pte Ltd</b> Website project management and copywriting, strategic development and copywriting across social media channels, market research, events conceptualization, planning and management, preparation of marketing materials, branding
Oct – Nov 2016	<b>Marketing Assistant (Temporary), Warner Music Singapore</b> Website project management, ad hoc support to marketing team
Aug – Sep 2015	<b>Freelancer (Marketing), KooKoo Studios Pte Ltd</b> Strategic management of Facebook page by copywriting, image creation and answering user queries
Mar – Jun 2015	<b>Practise Lead/Mentor, The Co-Foundry Pte Ltd</b> Providing advice and assistance focused on usability, design and go-to-market activities for various start-ups' products/services, website maintenance, copywriting, social media management, support and preparation of marketing materials
Sep 2014 – Apr 2015	<b>Freelancer (Web Development), Visual Inconsideration</b> Wordpress website development, content migration, copywriting of guide
May 2012 – Sep 2014	<b>Web Developer, Splash Productions Pte Ltd</b> Front-end web development, creation of online banners, website maintenance, EDM design and development, project management

Notable front-end web development projects:

- Public Utilities Board Annual Report 2012 and 2013
- Singapore Sports Council Annual Report 2013
- Artease (<http://artease.sg/>)

Notable clients serviced:

- Building & Construction Authority (BCA)
- Media Development Authority Singapore
- Da Little School
- Motorola
- GreedyChimp

Feb – May 2012

**Web Design Intern, InterExpat Pte Ltd**

Creation of landing pages and animated online banners, supervision and ad-hoc design of print products and materials, EDM design

Apr – Sep 2007

**Intern, Accenture Pte Ltd (Singapore)**

On-site project maintenance, development, testing, and implementation for IRAS (Inland Revenue Authority of Singapore) IRIN (Inland Revenue Interactive Network) system

Mar – Sep 2010

**Freelancer (web design, development and maintenance)**

Parenting United Singapore

Oct 2009 – Jan 2010

Zona é Bar Wine & Dine

May 2008 – Jun 2010

The MAGE Shop

Mar – May 2008

IKS (<http://www.imanishi-neji.co.jp/>)

Sep 2007 – Apr 2008

Magenta Beauty Solutions

Sep 2006 – Oct 2008

Sand Pacific Enterprises

## Education & Professional Development

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**University of the West of England** (*Graduated in September 2011*)

Bachelor of Science with Second Class Honours (Upper Division) in Digital Media

Scored A-grade in: Web Games Programming, Post Production and Soundtrack Development, Multimedia Authoring, Moving Image Technology, Java for Sound and Music, Web Design Principles

Digital Marketing with **General Assembly Singapore** (*Jul – Sep 2016*)

## Languages

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Fluent in spoken and written English

Basic knowledge of spoken and written Malay and Japanese

Basic knowledge of spoken Mandarin

## References

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**Terry Lee**

*Founder*

China-Asean Entrepreneurship Centre

[linkedin.com/in/finishingwell](https://www.linkedin.com/in/finishingwell)

**Peter Jackson**

*Head of Engineering Systems & Design Pillar*

Singapore University of Technology and Design

[peter\\_jackson@sutd.edu.sg](mailto:peter_jackson@sutd.edu.sg)