

# Esther Zheng Huilin

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I am Esther, a UI/UX Artist based in Singapore with over 8 years in the creative industry. Specializing in designing user friendly interfaces, always looking to upskill, and passionate about giving life to ideas, I draw upon my roots in digital art to attract users and bridge the technological gap. Having participated in creative programmes both local and international, I am ready to bring my experiences working in cross-functional teams and various environments to the table.

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## WORK EXPERIENCE

- **Digital Forge PTE LTD** **SEP 2014 – SEP 2022**
  - **2D Artist:** Joined the company as a 2D Game artist, working on creating/designing assets and concepts for mobile games
  - **UI Artist:** Transited with the company's direction to a IT consulting firm to create mobile prototypes/assets to meet client's needs
- **Wee Kim Wee School of Communication and Information** **DEC 2009 – MAY 2011**
  - **2D Artist:** Created artwork for a overseas weather-themed game
  - **Assistant to Research Professor:** Worked as part of a team under a professor specializing in researching educational games
- **Singapore-MIT GAMBIT Game Lab** **JUN 2008 – SEP 2008**
  - **Game Artist:** Selected by lecturers in the last year of Singapore Polytechnic to participate in a collaboration between Massachusetts Institute of Technology (MIT) and Media Development Authority (MDA), flying to Boston and working in a team using SCRUM methodology to create an innovative casual game

## RELEVANT EXPERIENCE

- **Freelance Digital Artist** **SEP 2022 – Present**
  - **Entrepreneur:** Turned my hobby into my livelihood, setting up on e-commerce platforms and vending at conventions where I displayed and sold my own merchandise under a personal brand, gaining a following of over 20-30k on Twitter/X and Instagram
  - **Influencer:** Commissioned by Viral Nation on behalf of established game company Hoyoverse to create promotional posts for hit game Genshin Impact
  - **Sponsorship:** Approached by KLASSE14 to create promotional art for watches

- **Noise Singapore Artist Apprentice**

**JUN 2008 – SEP 2008**

- **2D Artist:** Competed against 100 applicants and was shortlisted in the Noise Singapore Apprenticeship program in 2007 as an artist training under a mentor, culminating in a public gallery showcase
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## DESIGN TOOLS

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Clip Studio Paint
- Adobe XD
- Adobe Premiere Pro

## RELATED SKILLS

- Basic 2D/3D Animation
  - Graphic illustration
  - Both a team player and an independent worker
  - Experience in managing my own business on both online and in-person capacity
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## EDUCATIONAL QUALIFICATIONS

- **General Assembly Singapore**  
User Experience Design Immersive 2024
- **DigiPen Institute of Technology Singapore**  
Bachelor of Fine Arts and Animation, 2011 – 2014
- **Singapore Polytechnic**  
Diploma in Digital Media, 2006 – 2008