

RONALD SOH

Creative Designer (Web + Graphic)

m: +61 458 762 616

e: ronald@ronaldsgw.com

w: www.ronaldsgw.com



Qualifications

Feb 2006 – Dec 2008

Undergraduate in Bachelor of Multimedia Design
Swinburne University of Technology, Australia

Jul 2000 – Aug 2003

Diploma in Electronics, Computer and
Communication Engineering
Singapore Polytechnic, Singapore

Jan 1997 – Dec 1999

GCE "O" Level Certificate
Saint Patrick School, Singapore

Career History

Ronald is a multi-disciplinary designer, with over six years' experience specialising in designing for digital and print in Australia and Singapore. Originally from Singapore, Ronald completed his Bachelor of Design (Multimedia Design) at Swinburne University, Melbourne in 2008.

His key strengths are the development of highly creative and engaging documents, presentations, graphics, and websites utilising a variety of the latest techniques and software tools for organisations and initiatives. Using a collaborative approach, Ronald interprets client requirements into clever designs, condensing key information into modern infographics, and ensuring user-friendly websites and apps are easily coded by web developers.

His key areas of expertise include:

- Designing top-quality interactive e-commerce and community-based websites, UI/UX design
- Creating Graphical User Interfaces (GUI) from design concepts for web and mobile applications
- Delivering a wide range of digital and graphic work for print advertising, branding identity, infographics, mapping diagrams and marketing collateral
- Developing advertising visuals for marketing plans and management of behaviour change programs
- Providing in-house design and desktop publishing for newsletters and digital media
- Project management and project collaboration
- Online survey design and data management

Ronald is a flexible, dedicated, and committed professional, especially capable of successfully working under stringent resource constraints and working as an active team member. He is recognised for developing and implementing creative, innovative, and practical solutions to problems and challenges. He is an effective oral and written communicator, able to successfully interact with a diverse and multicultural audience of stakeholders and clients from government, industry, academia, and the general public.

Project Experience in Web Design, Development and Mobile Application

HBF Active Connect Website, HBF Limited, WA, Australia

Organic Response App, Organic Response, Melbourne, VIC, Australia

ResourceSmart AuSSI Vic Website, Sustainability Victoria, Melbourne, VIC, Australia

Macquarie Dictionary Online Website, Macmillan Publishers Group Australia, Sydney, NSW, Australia

Your Move Cockburn Website, Department of Transport WA, Department of Sport and Recreation, City of Cockburn Council, WA, Australia

Behaviour Design Works Website, Melbourne, VIC, Australia

Connect Macquarie Park + North Ryde Website, Macquarie Park and City of North Ryde, NSW, Australia

Bayside Integrated Transport Strategy Community Website, City of Bayside, VIC, Australia

Bike Parking Study/Review Website, City of Stonnington, VIC, Australia

Schools Survey/Safety Audits Website, City of Moonee Valley, VIC, Australia

Transportation2.Org Website, Transportation Demand Management Institute (TDMI), USA

ActiveSmart Geraldton Website, Department of Sport and Recreation, WA, Australia

Let's Go Together Victoria App, Access Melbourne, Melbourne, VIC, Australia

Auckland Transport Website Design and Evaluation, Auckland Transport, Auckland, NZ

MEFL and ZCM Social Website, Moreland Energy Foundation, Melbourne, VIC, Australia

WeRideWithPurpose Website, Department of Transport, Melbourne, VIC, Australia

UrbanTrans ANZ Website, Melbourne, VIC, Australia

Sourcing Specialists Website, Melbourne, VIC, Australia

Past+Present+Future Website, Melbourne, VIC, Australia

The Boardriding Deck Flash, Lickit Media, Torquay, VIC, Australia

Mission CO2 Flash, savewater, Melbourne, VIC, Australia

Project Experience in Graphic Design, Desktop Publishing and Branding Identity

HBF Active Connect, HBF Limited, WA, Australia

Newcastle CBD Development – Transport Strategy, The GPT Group, Newcastle, NSW, Australia

Gold Coast 2018 Commonwealth Games Travel Demand Management Strategy, Gold Coast City Council, Nerang, QLD, Australia

EnergyMark, CSIRO, Australia

Behaviour Change Strategy & Communications Plan, Lend Lease Development, Australia

Healthy Workplaces Survey Recruitment and Delivery, Department of Health, Queensland, QLD Australia

Connect Macquarie Park + North Ryde Branding, Macquarie Park and City of North Ryde, NSW, Australia

School Travel Audits and Travel Plans, City of Darebin and Moonee Valley, Melbourne, VIC, Australia

Guide to Developing a Walking Strategy, Victoria Walks, Melbourne, VIC, Australia

Transportation2.Org Branding, Transportation Demand Management Institute (TDMI), USA

SISTIC Mastercard Brochure, SISTIC, Singapore

Bayside Integrated Transport Strategy, City of Bayside, VIC, Australia

Curriculum Vitae

Access Docklands - A Strategy for the Docklands Transport Network,

Places Victoria and City of Melbourne, VIC, Australia

Maribyrnong Integrated Transport Strategy, City of Maribyrnong, VIC, Australia

Colac Urban Design Framework, Colac, Victoria, Australia

Access Docklands, Melbourne, VIC, Australia

Northbank Access & Mobility Study, Department of Planning and Community Development, VIC, Australia

Personalised Journey Planning Pilot Phase 3 – New Lynn, Auckland Transport, Auckland, NZ

Sunnynook Neighbouring Accessibility Plan, Auckland Transport, Auckland, NZ

Macquarie Park TMA, NSW Department of Environment, Climate Change & Water, NSW Australia

Moonee Valley Walking and Cycling Strategy 2010, City of Moonee Valley, VIC, Australia

Central Pier, Docklands - Traffic Analysis and Access Modification Report, VicUrban, VIC, Australia

King Street East West Study, City of Melbourne, VIC, Australia

Teleworking Resource Guide, Auckland Transport, Auckland, NZ

North Harbour Travel Plans and Carpooling, Auckland Transport, Auckland, NZ

Green My Postcode, Sustainability Victoria, Caroline Springs, VIC, Australia

WeRideWithPurpose, Department of Transport, Melbourne, VIC, Australia

TravelSmart Sunshine Coast, Department of Queensland, Sunshine Coast, QLD, Australia

Synergie Minerals, Melbourne, VIC, Australia

Knox City Travel Plan, Knox, VIC, Australia

qCAT, Melbourne, VIC, Australia

Project Experience in Conference and Exhibition Design

Be active exhibition 2014, Canberra, ACT, Australia

Stepping Up: Transportation Success Stories as Key to the Future of Climate Change 2013,

The Behavior Energy Climate Conference (BECC), Sacramento, CA, USA

Technology-Enabled Ridematching Webinar 2013,

Transportation Demand Management Institute (TDMI) Arlington, VA, USA

Be active exhibition 2012, Sydney, NSW, Australia

TDMI Panel Discussion 2012 - International Approaches to Travel Behaviour Change, Sacramento, CA, USA

International Non-profit & Social Marketing Conference 2010 (INSM), Brisbane, QLD, Australia

Der Springende Punkt, Sparkasse Bank 2008, Dusseldorf, Germany

Interactive Design Exhibition 2008, FH D, Dusseldorf, Germany

Event Box, Melbourne Design Festival 2006, Melbourne, VIC, Australia

Curriculum Vitae

Employment History

Jan 2013 - current
Behaviour Design Works, Australia
Chief Digital Experience Designer

Mar 2010 - current
Urbantrans ANZ, Australia
Web Designer

Mar 2009 - Dec 2010
Synergie Minerals, Australia
Graphic Designer

Jan 2007 - current
RONALDSGW
Freelance Graphic and Web Designer

May 2002 - July 2002
Fong's Engineering, Singapore
Assistant Quality Engineer

Oct 2001 - Dec 2001
Intasso Pte Ltd, Singapore
Assistant Technician

Jan 2000 - Mar 2000
Kinokuniya, Singapore
Warehouse Assistant

Computer Knowledge

- Adobe Creative Suites
- Microsoft Offices Suites and Google Docs
- HTML, XHTML, CSS and Javascript
- Qualtrics and Survey Monkey
- MailChimp
- InVision Tool
- JIRA Tracking Softwares
- Basecamp for Project Management
- Able to work in Mac and PC platform
- Final Cut Pro
- 3ds Max and Maya

Languages

- Fluent in English and Mandarin
- Basic in Japanese and German
- Fluent in other Chinese dialects such as Cantonese, Kheck, Hokkien and Teochew

Awards

- ResourceSmart AUSSI Vic team won Merit awards in the Sustainability Category of the State and National iAwards 2014
- Bayside Integrated Strategy received a commendation award from the Planning Institute of Australia Awards 2013 - "Best Planning Ideas - Large Project".
- Participated in Student Exchange Program in Dusseldorf, Germany in 2008
- Awarded Golden Key Membership Recognition for high academic achievement in 2007
- Participated in Melbourne Design Festival, Public Spaces in 2006
- Awarded Best Design Solar Car for Solar Sprint Competition, Singapore Polytechnic in 1999