



YEAR 2023

# PORTFOLIO

JERWIN GOH KAI CHENG

# HELLO!

I am Jerwin Goh, turning 20 this year.

Graduated from Nanyang Polytechnic  
with a Diploma in Interaction Design.

Specialised in User Experience Design  
and Web Development.

## SOCIAL PLATFORMS



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2021

# ECOZEAN

STUDIO | FRONTEND

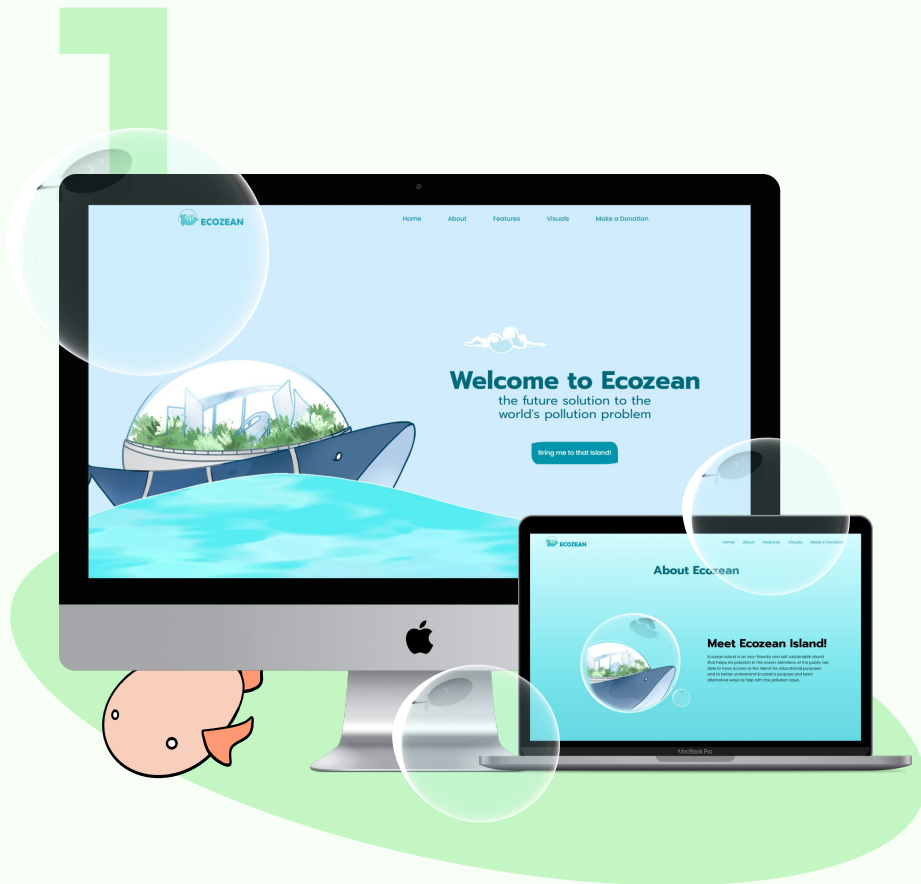
**Ecozean** Island is an eco-friendly and a self-sustainable island that helps rid pollution in the ocean. The public can have access to the island for educational purposes and have a better understanding of Ecozean's purpose and learn alternative ways to help with the pollution issue.



DEV LOG

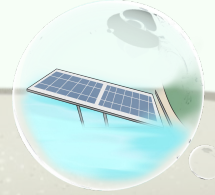
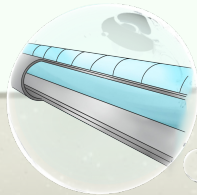


WEBSITE





# ECOZEAN



For this Project, I worked with another 3 amazing designers which they focus on the design and concept (see previous page). I was tasked with website layout and microsite coding.

This microsite uses 2 JavaScript frameworks - GSAP & jQuery.



ECOZEAN - 2021

2022

## THE HIDDEN HERITAGE

BACKEND | WEB DEVELOPMENT

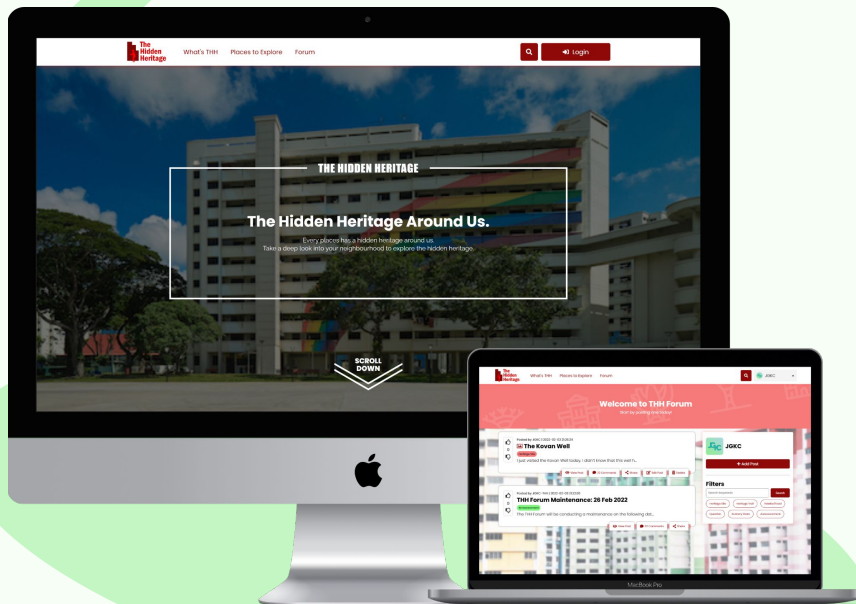
**The Hidden Heritage** is a non-profit organisation that provides readers with an informative guide for users who enjoys travelling around the hidden heritage corners of Singapore that are experienced as we go about our daily lives.

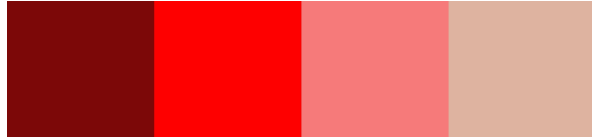


DEV LOG

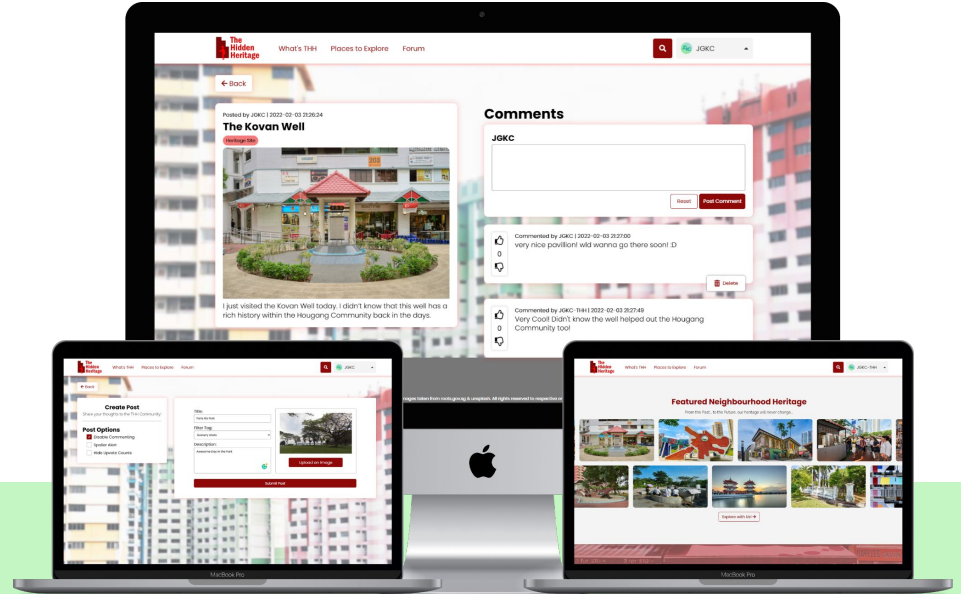


WEBSITE

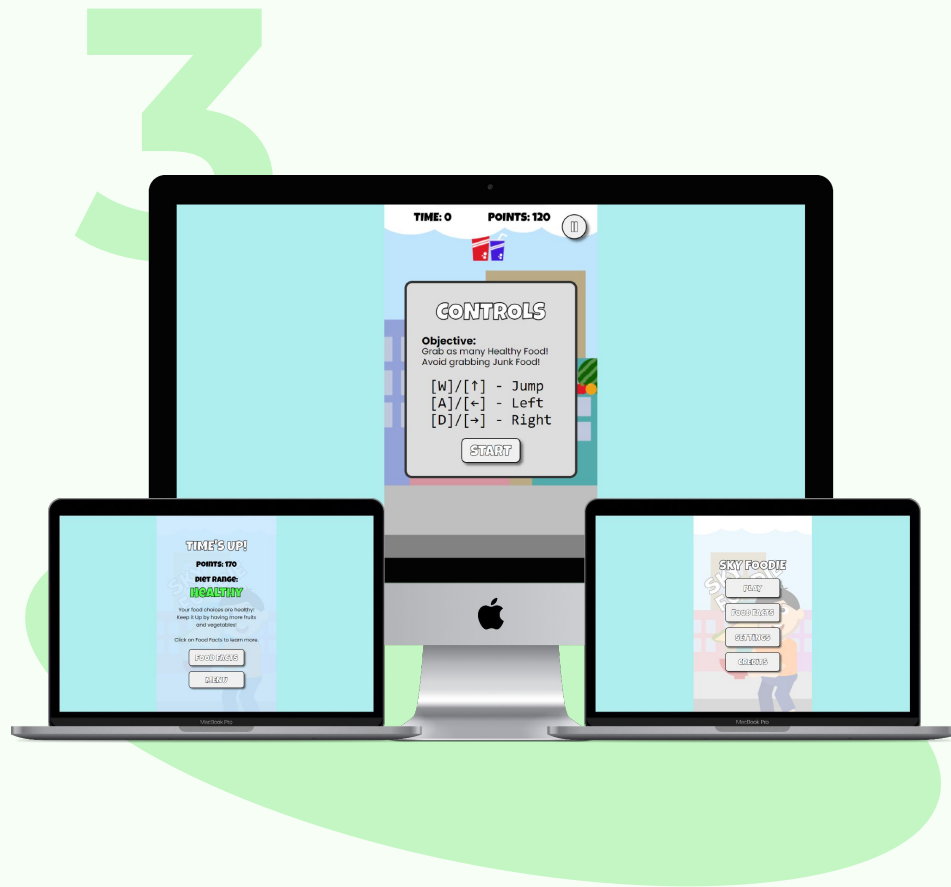




This website provides forum discussions which utilise backend languages such as PHP & MySQL. Features include Add, Delete & Edit Post, Commenting and User Profile.







2021

## SKY FOODIE

FRONTEND | CREATIVE CODING

**Sky Foodie** is a Web Game Application that raises awareness for students from 9 to 12 years old (Primary 3 to 6) about the harmful effect of junk food and choosing healthy meals to eat.



V-DEMO

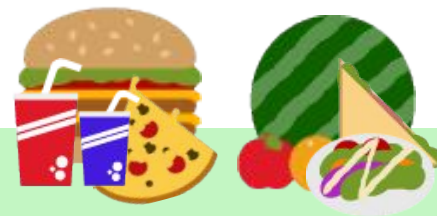
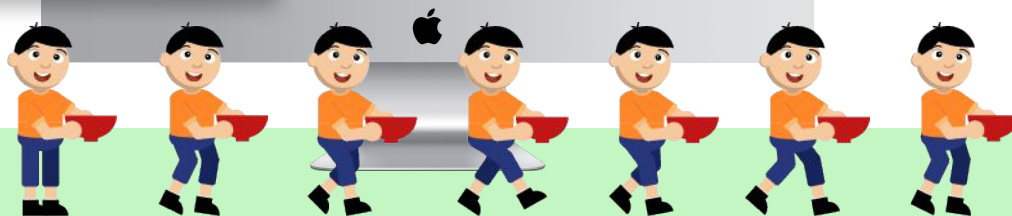


WEB APP



As a Creative Coding Project,  
I decided to create an educational game.  
This project uses mainly PixiJS for  
animations and interactions, which  
includes keyboard integrations.

All assets shown here are original and  
created from scratch in Adobe Illustrator.



2021

## INTRO TO WEIQI

FRONTEND | CREATIVE CODING

**INTRO TO WEIQI** is a Web Application for people who are interested in learning in Weiqi(Go) or wanted to know the Basic Introduction to Weiqi. It features an introduction, a tutorial and where they can practice online and physically.



V-DEMO

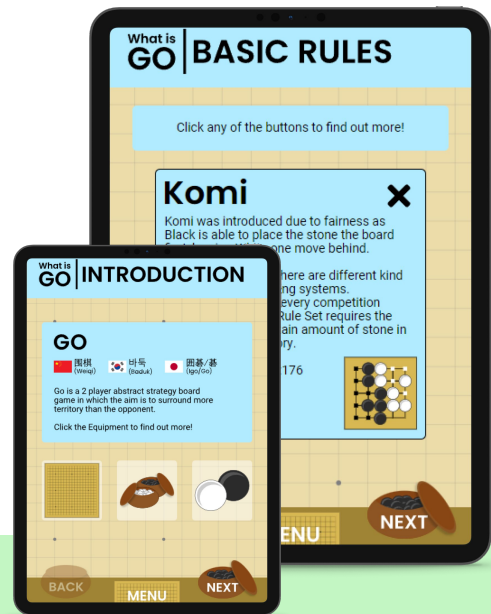
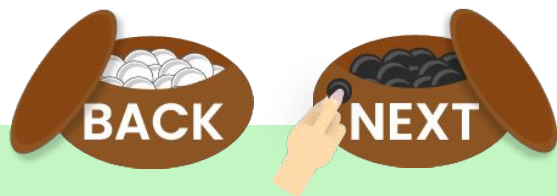


WEB APP



Another Creative Coding Project,  
however, this was created before Sky Foodie!  
This informative Web Application was originally an  
idea to promote and express my interest in Weiqi.

Most of the assets are created from scratch in  
Adobe Illustrator. That boy looks familiar, isn't he?



INTO TO WEIQI - 2021

5



# SizGrill

— Sizzling Good —

2022

## SIZGRILL

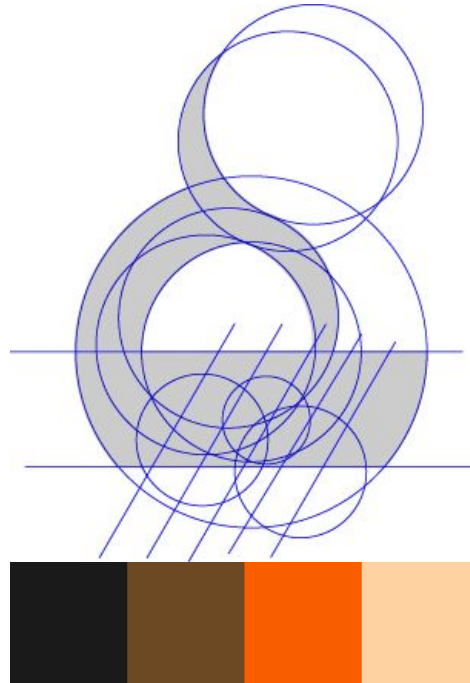
BRANDING | COMMUNICATION DESIGN

**SizGrill** is a conceptual Restaurant Brand that provides customers with grilled food.

The logo design is based on a round grilling stand (in black), cooked meat (in brown) and fire (in orange). Together the brand name and the slogan, they live up the logo.



DEV LOG



Using the **Golden Ratio Rule**, the logo is created by using 9 circles and 7 lines.

The lines that are slanted are at 30° clockwise.



## Promotion Visuals

Poster (top left)

Advert Banner (bottom left)

Electronic Direct Mail (right)

As a Branding Project, I had created some collaterals packaging and promotion visuals for SizGrill.

## Collaterals Packaging



## Sizzling your Meal with SizGrill



### Self-Cook Meal

No need to wait for your food to arrive!  
Cook your own food to your own liking!



### Finest Quality

All the ingredients are free-range!  
Healthy Tasty Meal!



### Natural Flavor

No flavourings added beforehand.  
Fill your mouth with the natural flavours.

## Invite your friends together for a meal!

Book a reservation of at least 4 pax to get 50% off reservation fee!

[Book a Reservation!](#)



You are receiving this email as you have a registered account on the SizGrill Website.

[Menu](#) | [Store Locator](#)  
[Unsubscribe](#) | [Terms & Conditions](#) | [Privacy](#)

2021

## ASIAN COMPLETIONIST

TYPOGRAPHY | GRAPHIC DESIGN

**Asian Completionist** is a conceptual book layout design with content based on the achievements of the Malaysian Artist, Namewee.

The overall design uses the gradient of black to white, followed by 4896 branding.



DEV LOG







“在我眼中，  
每一个国度的文化历史和语言都是艺术品  
To me, every country's cultural history and  
language are the works of art.”

**黄**明志是个艺人，音乐家和  
内容创作者的角色。他的  
才华和非凡的贡献在娱乐  
圈中光芒四射。

自出道以来，明志的勤奋工作积累了  
了800多首不同流派的歌曲。除此  
之外，他还与亚洲许多不同年龄段  
的顶级音乐家合作。这位艺人的作  
品具有自己独特的风格和等级。事  
实上，他拥有150部音乐视频，达  
到了百万门槛；277万订阅者，总  
观看次数达到11亿，因此赢得了“  
十亿观看点击量之王”的美誉。后  
来，他的YouTube频道跻身马来西  
亚观看次数最多的前10名。与亚洲  
巨星王力宏合作的《飘向北方》在  
YouTube上的观看次数达1.7亿次，  
是YouTube有史以来观看次数最多的  
10首中文歌曲之一。

**N**amee plays the role of an artist,  
musician and content creator, the  
Malaysian's talent and remarkable  
contribution shines brightly atop in the  
entertainment industry.

Since his debut, Namee's diligence  
has him accumulated over 800 songs of  
different genres. In addition to that, he  
has also collaborated with many top tier  
musicians of various generations across  
Asia. The artist's creations have its own  
unique flair and class, as a matter of fact,  
he has 150 music videos which has hit the  
million threshold; 2.7 Million subscribers  
and a Total Accumulated View of 1.1 Billion,  
thus earning him the moniker of 'King  
of Billion View Clicks'. Then, his YouTube  
channel is ranked amongst the top 10  
most-viewed in Malaysia. [Stranger In The  
North], a collaboration with Asian superstar  
Leehom Wang, has been viewed 170 million  
times on YouTube, it is one of YouTube's top  
10 most-viewed Chinese songs of all time.



## KEEP IN TOUCH!

That's all for my Portfolio!  
To keep up with my latest works, please  
check out my Socials.

For working opportunities, please  
contact me through phone or email.

### SOCIAL PLATFORMS



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