

# Design Portfolio

Swe Zin Soe

# Resume

<https://swezinsoe2009.wixsite.com/portfolio>

Swe Zin Soe

swezinsoe2009@gmail.com

+65 84448453

## Edelman / Junior Art Director

April 2019 - Present

(Clients include Building and Construction Authority, HP, Roche,

Singapore Traffic Police, Mitsubishi Power and Singapore Tourism Board)

- Conceptualize and execute different social assets for multiple platforms
- Create brand identities and design concepts for brands and campaigns
- Design case study videos, animated gifs, infographics and EDMs
- Develop collaterals for print materials including OOH and Whitepapers
- Design decks for external and internal communications
- Create website wireframes mockups and landing pages for corporate websites

## Mediaplus Digital / Web development Executive

August 2017 - April 2019

(Clients include SUSS, Singtel and itpm.com)

- Involve in creation of website functionality and designs
- Plan and produce motion graphics and visual elements for clients
- Liaise with clients on website L&F, functionality and visuals including Ecommerce websites
- Create corporate identity and social campaign assets

## One Animation / CG Modelling Artist (Intern)

May 2016 – July 2016

- Worked on the creation of 3D assets for animated series Oddbods
- Modeled and textured the models to suit the show style
- Created basic rigs for selected assets
- Created character stickers/ gifs for Wechat application

## BFA in Digital Animation

Nanyang Technological University

2013 – 2017

(Second Upper Class Honours)

- Worked on several experimental projects including 3D animated short film, 2D animated short films, claymotion, and live action short film

## Diploma in Multimedia & Animation

Ngee Ann Polytechnic

2010 – 2013

- Worked on several experimental projects including character concepts for game design and stopmotion animated film.

## Design:

- Motion Graphics
- Video Editing
- Graphic Design
- Website Design
- 2D/3D animation
- 3D modeling/ Texturing

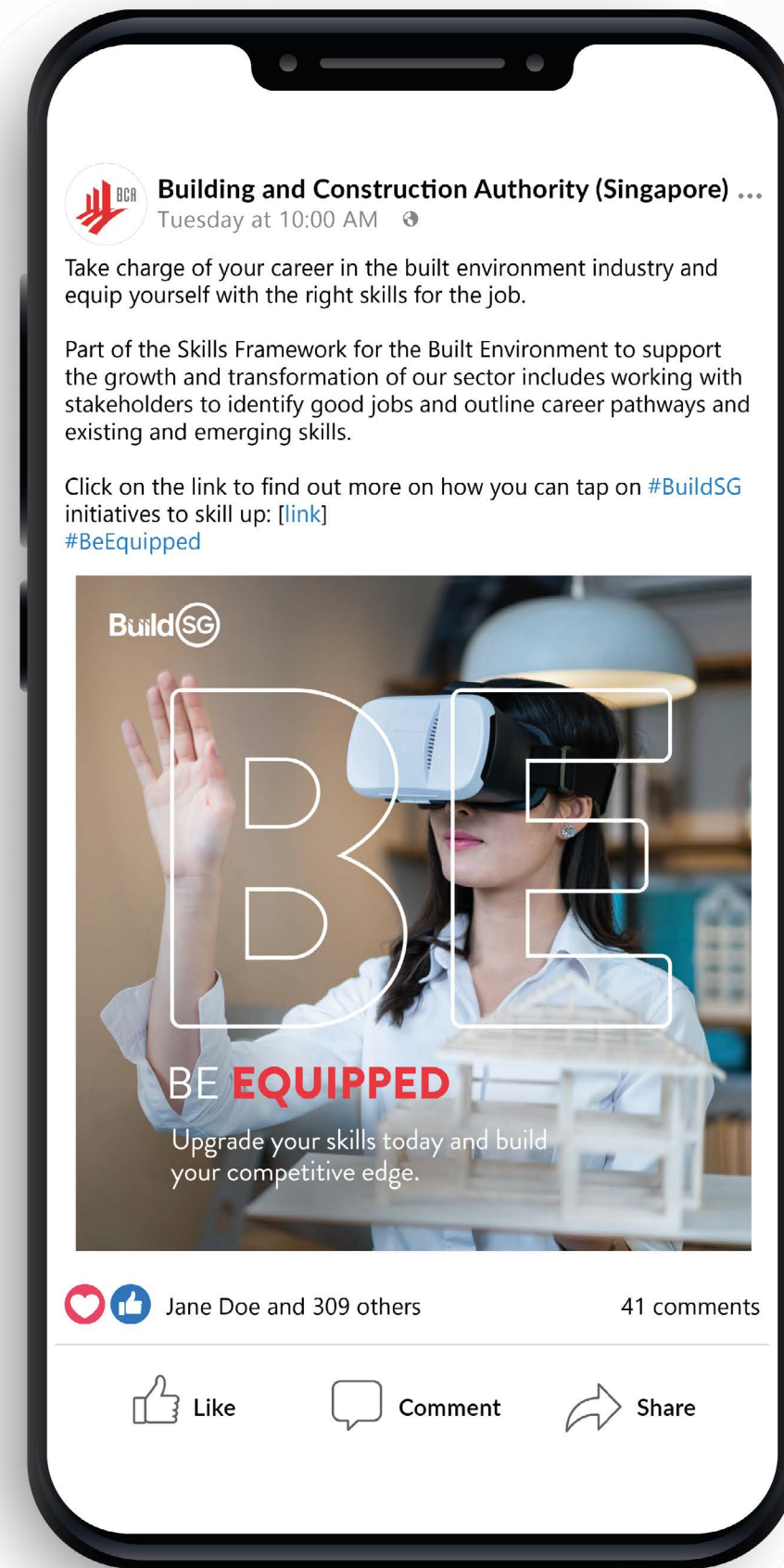
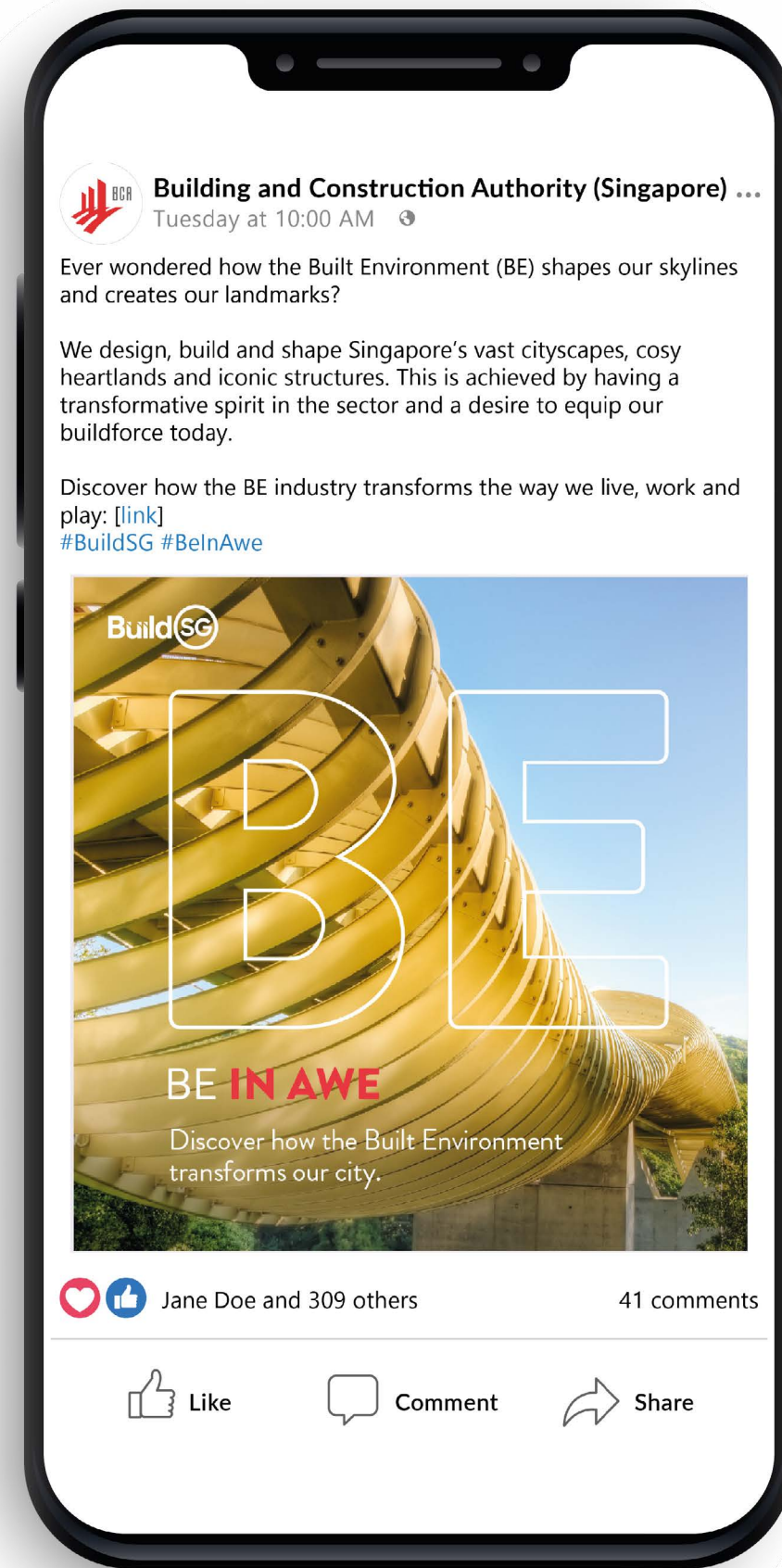
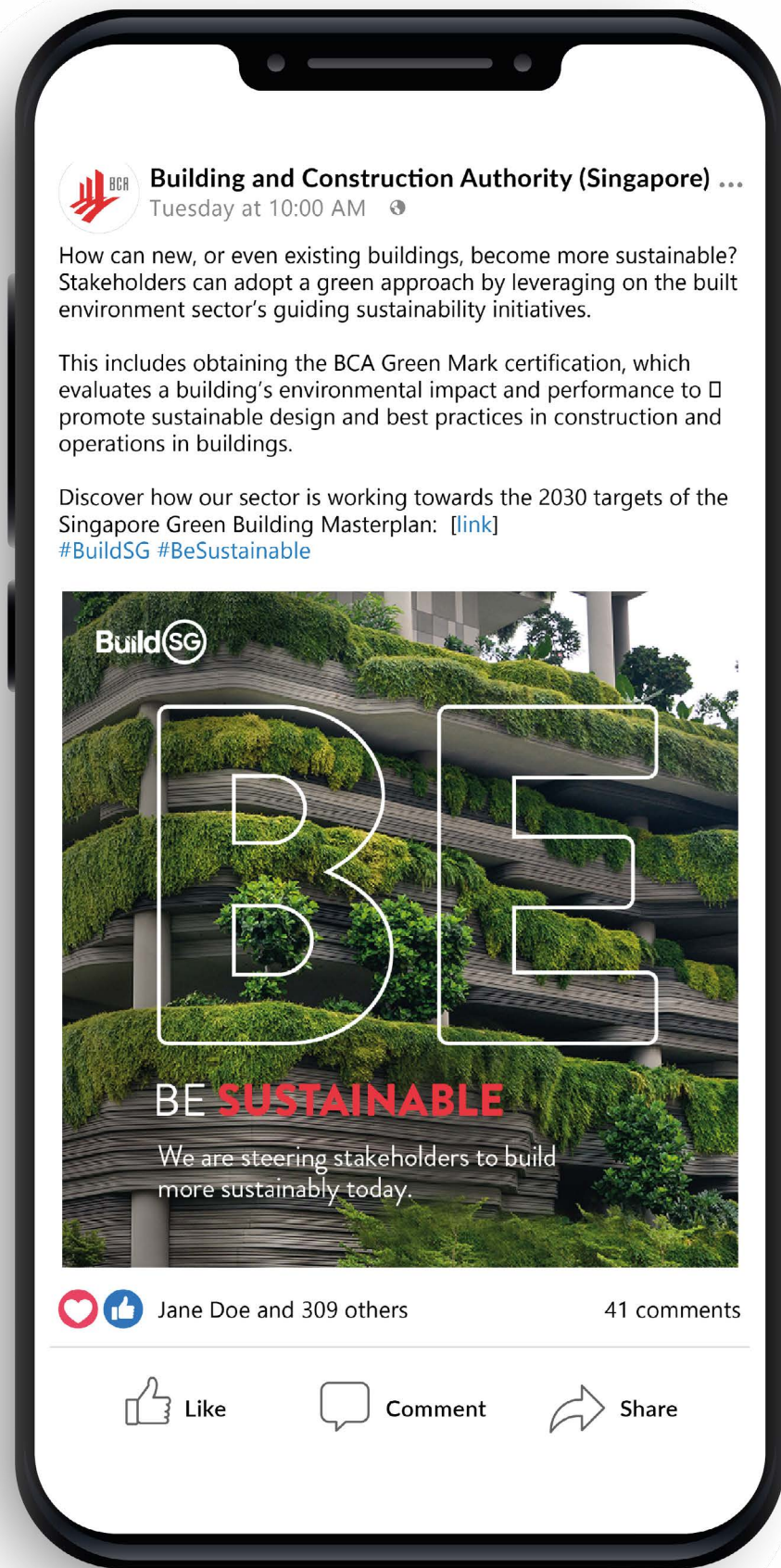
## Software:

- Adobe Creative Suite
- Final Cut Pro
- Microsoft Powerpoint
- Wordpress
- Autodesk Maya
- Toon Boom



Campaign OOH design

**Building and Construction Authority (BAC)** / The campaign objectives centred on creating an authentic narrative that could showcase aspirational possibilities, transformational efforts and celebrate talent of the built industry sector in a nation-wide campaign. “BE” is derived from the abbreviated term of the sector which strongly brands the campaign, and as a word, invokes a sense of belonging to the industry.



## Campaign social



**Building and Construction Authority (BAC)** / Together with the OOH, social posts are created to encourage different stakeholders to own their position and decisions towards the transformation of the industry. Derived from the overarching "BE" concept, different social posts are adapted across the campaign social assets.

**DRINK**  
**OR**  
**DRIVE**  
**YOU DECIDE**

AN INITIATIVE BY  
**USE YOUR  
ROADSENSE**  
TRAFFIC POLICE  
TAKE THE ROAD TO  
RESPONSIBILITY

**PENALTIES**  
**1ST CONVICTION:**  
FINE NOT LESS THAN \$2,000 AND UP TO \$10,000,  
AND/OR JAIL NOT EXCEEDING 12 MONTHS.  
DISQUALIFIED FROM DRIVING FOR AT LEAST 2 YEARS.

**2ND AND SUBSEQUENT CONVICTIONS:**  
FINE NOT LESS THAN \$5,000 AND UP TO \$20,000,  
AND JAIL NOT EXCEEDING 2 YEARS. DISQUALIFIED  
FROM DRIVING FOR AT LEAST 5 YEARS.

A community message brought to you by:  
 SINGAPORE POLICE FORCE  
 SINGAPORE ROAD SAFETY COUNCIL

Campaign design

**Traffic Police** / Anti-Drink and Drive is the campaign to driving awareness for drivers to the dangers and consequences of drunk-driving. The campaign revolves around the story of a man after a night out with heavy drinking, and the decision he made pushes him to the unfortunate accident. Assets created include short animated movie and campaign poster in multiple languages.

“

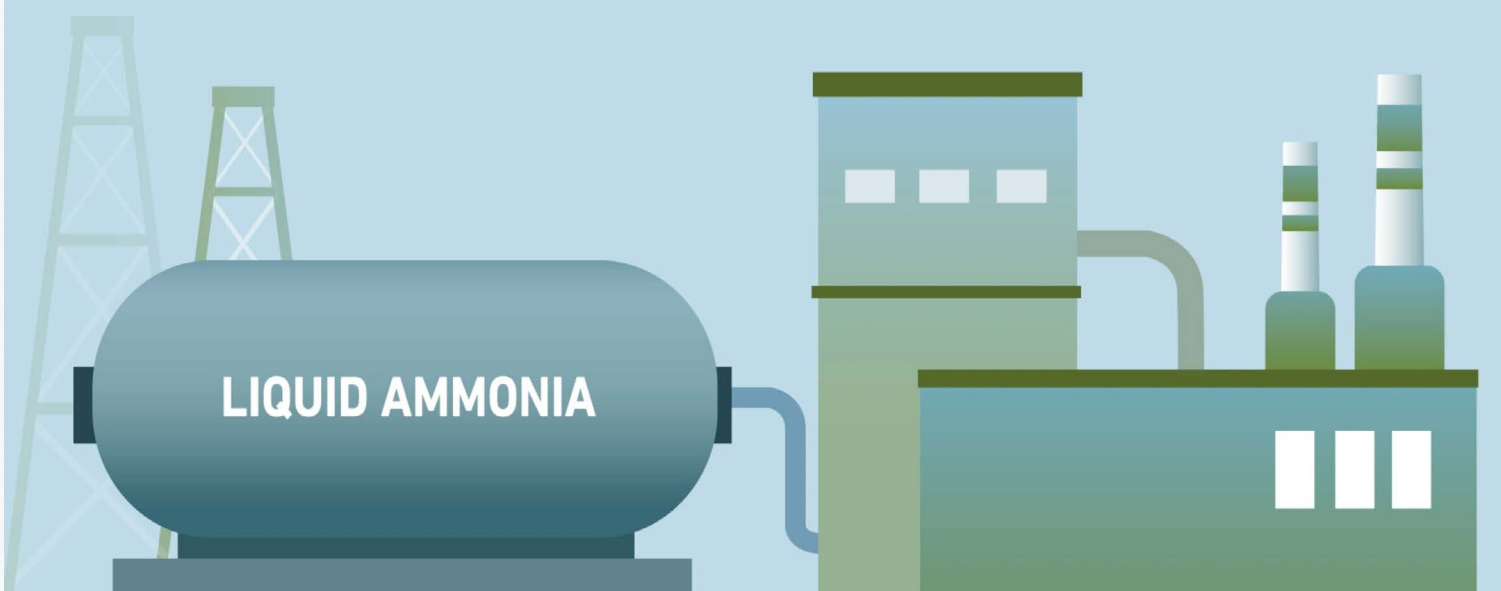
Mitsubishi Power is committed to the development of stable, efficient and clean power in Thailand. The newly launched operation of our first M701 JAC J-Series gas turbine in Thailand reinforces how we are collaborating with our partners toward a sustainable energy future for the country.

Koji Nishikawa  
Senior Vice President, New Projects  
President, Mitsubishi Power (Thailand) Ltd





### AMMONIA GAS

An efficient hydrogen carrier that can be directly combusted as fuel




LIQUID AMMONIA

### ADVANCING DECARBONIZATION IN THAILAND



CHONBURI  
RAYONG

Set to be under full commercial operations by 2021, 8 units of Mitsubishi Power J-Series Air Cooled (JAC) gas turbines will produce up to 5.3 GW of electricity, helping to power Thailand's economic development efficiently and reliably.



### TRANSFORMING POWER PLANTS INTO BIG-DATA POWERHOUSES





## Brand social design

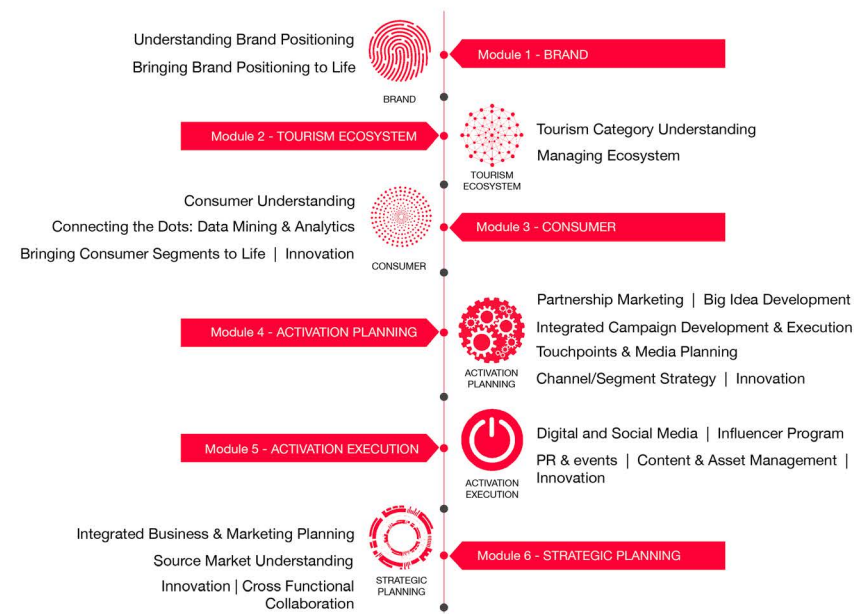
**Mitsubishi Power** / MHPS is rebranded as Mitsubishi Power and the brief was to create new look and feel for the APAC LinkedIn. The social visual assets includes illustrations, gifs and the templates for different types of posts. The new visual assets are then adapted into different collaterals including Google display ads, whitepapers and brochures.



<Name>, join the STB Marketing College now!

With the travel and tourism industry evolving rapidly, you will need the right skills to stay ahead of the curve and carry out destination marketing with agility and creativity.

That's where the STB Marketing College comes in.



The STB Marketing College is a learning and development programme designed for travel professionals like you. Unlock 20 marketing capabilities through six comprehensive modules that will arm you with key skills and knowledge, spanning brand insights and consumer understanding to activation and strategic planning.

Get access to STB Marketing College's learning resources on STB Learning Portal, an interactive online learning platform with marketing concepts, case studies and tools for FREE.

Start learning with STB Marketing College by creating an account today!

Create my account now



**Alana**  
Senior Executive  
Tour Agency

The course is informative and it helps me to gain knowledge on marketing strategies and better understand market behaviours, the consumers and my clients.

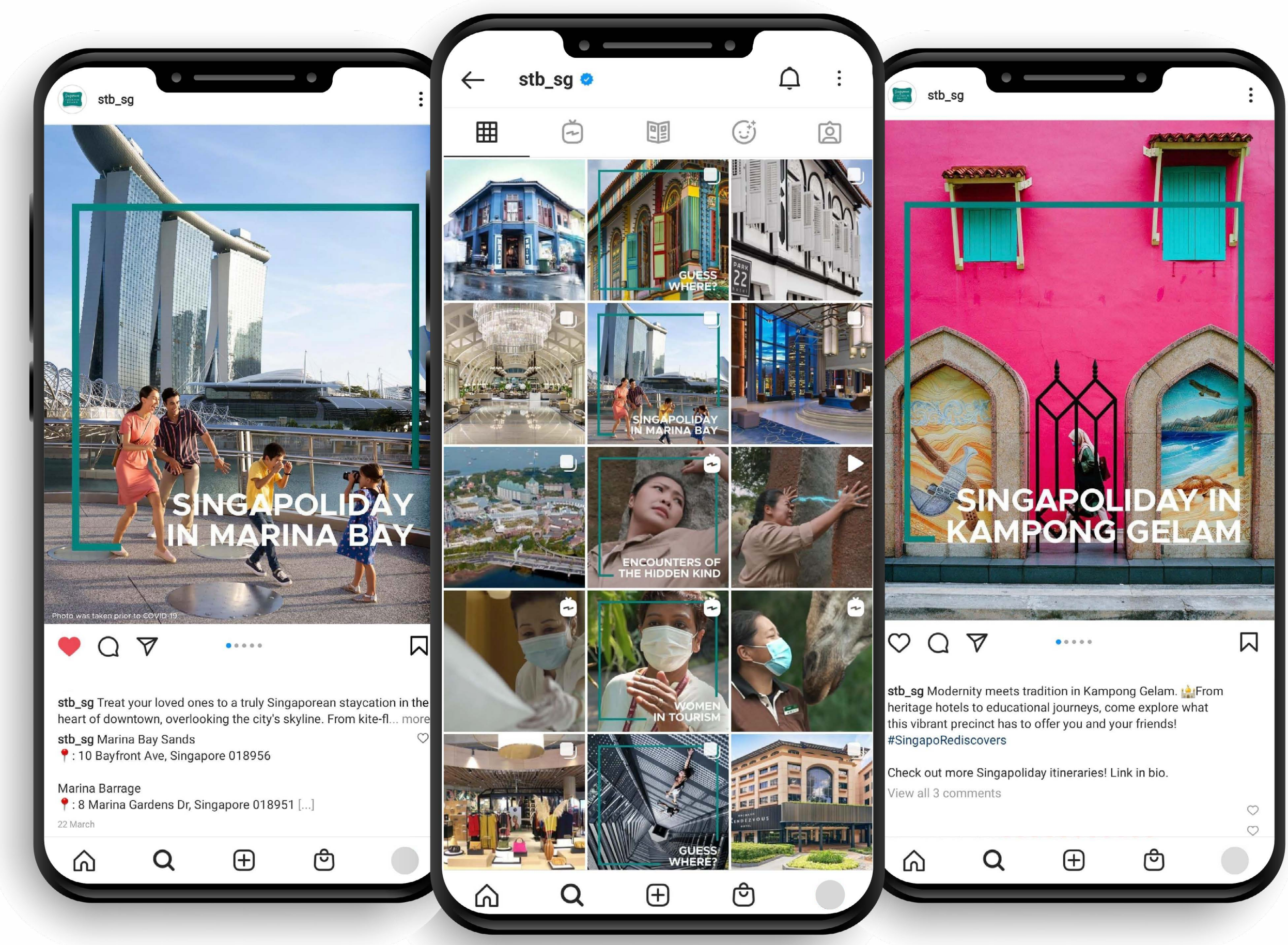


**Jasline**  
Operations Crew  
Integrated Resorts

I find the course interesting with many resources available, giving me a hands-on experience in learning the different tools. It definitely provided me with great insights into understanding consumer journeys and strategic plans.

## Brand design

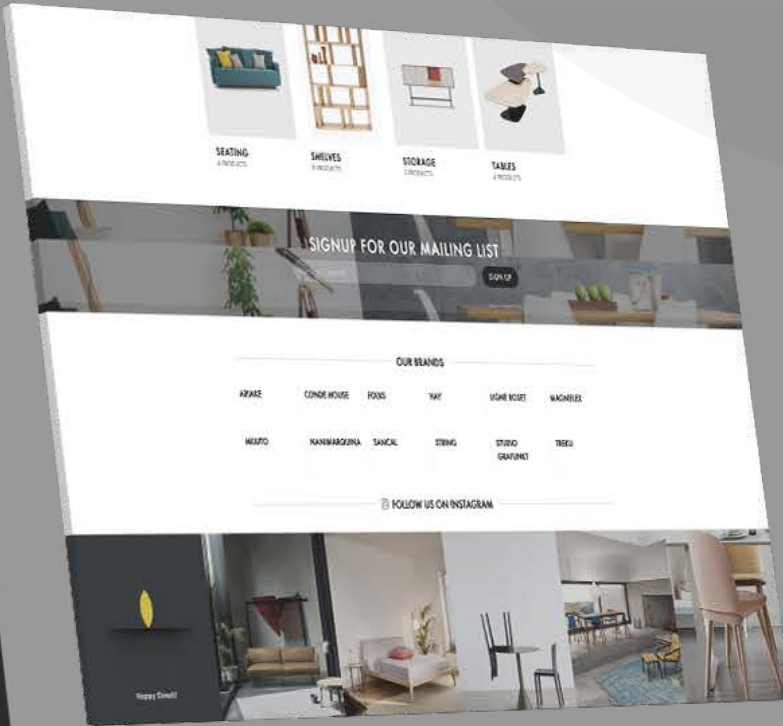
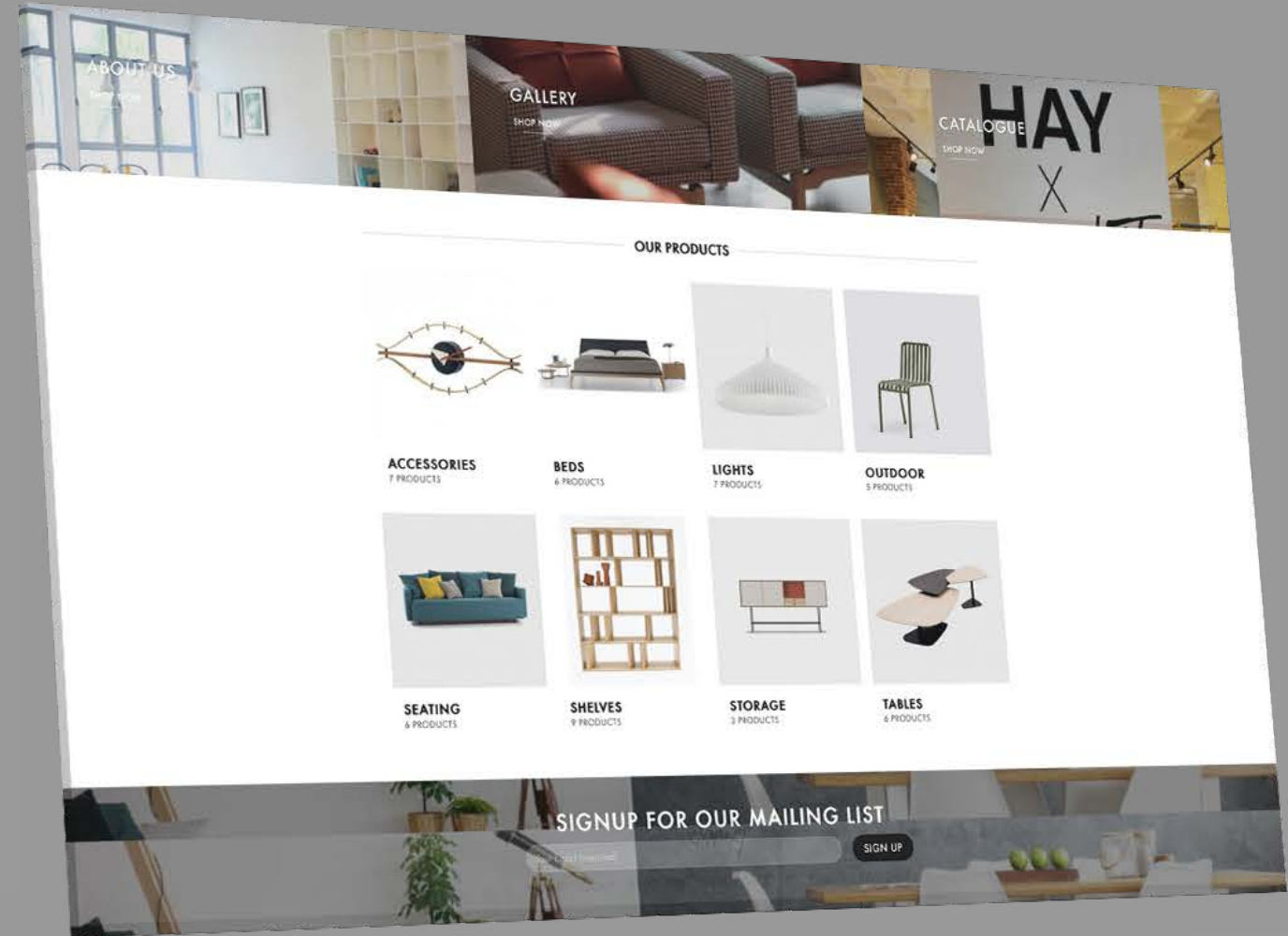
Singapore Tourism Board / Marketing College is a learning and development portal with courses tailored for travel and tourism industry professionals. The visual identity design was created to suit the informative but lively nature of the programme that target the professionals. Assets developed include EDMs, Social post and splash video.



# Instagram design

**Singapore Tourism Board** / With the launch of Instagram account for the organization, the scope includes creation of instagram middle-lane visual identifier, announcement instastory gifs and icon creation for instastory categories.





# Website design

Grafunkt / Website mockup for Grafunkt to suits their brand guide and the ask of having modern and sleek concept to fully display their products efficiently.

## Mitsubishi Power in the Philippines

We support the local power generation industry with comprehensive end-to-end solutions spanning boiler manufacturing and maintenance, small and medium-sized gas turbines, geothermal power generation.

Our more than 2,000 local professionals provide high-quality products and services to customers and partners in the Philippines and are committed to continue partnering local stakeholders in the quest to provide stable power for economic development and a more sustainable future.



### After Sales Provider

MHI Power (Philippines) Plant Services Corporation provides operations & maintenance, revamps, upgrades and long-term service agreements, plant diagnosis and refurbishment consultation services.



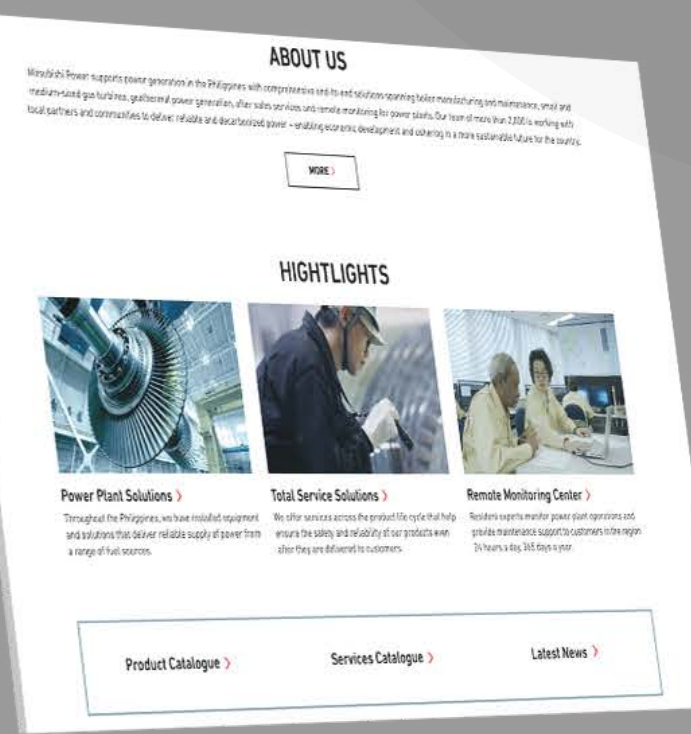
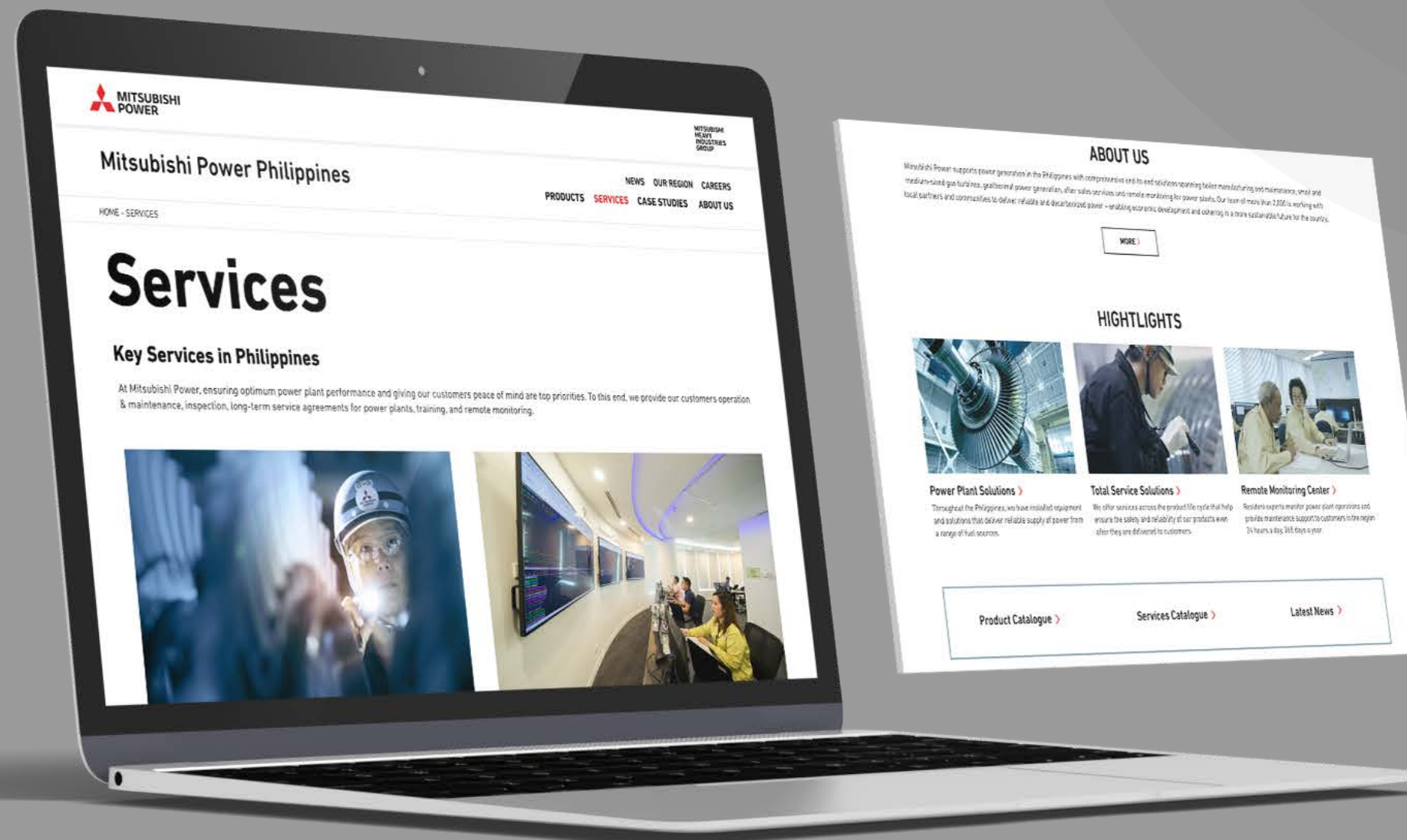
### Remote Monitoring Center

The Philippine branch of Mitsubishi Power Asia Pacific is home to a Global Service Center with remote monitoring capabilities and solutions for improving O&M based on early fault detection and optimized outage management as well as data collection and forecasting analysis.




### Boiler Manufacturing Plant

Mitsubishi Power (Philippines) Inc. manufactures power boilers, industrial boilers, conventional boilers, circulating fluidized boilers and heat recovery steam generators.




Mitsubishi Power / Mockup for Mitsubishi Power Philippines website. Updating their existing website to a new look which is in line with the global website as well as the new look and feel of the Mitsubishi Brand.


Made with coffee  
**Our Products**



WINE



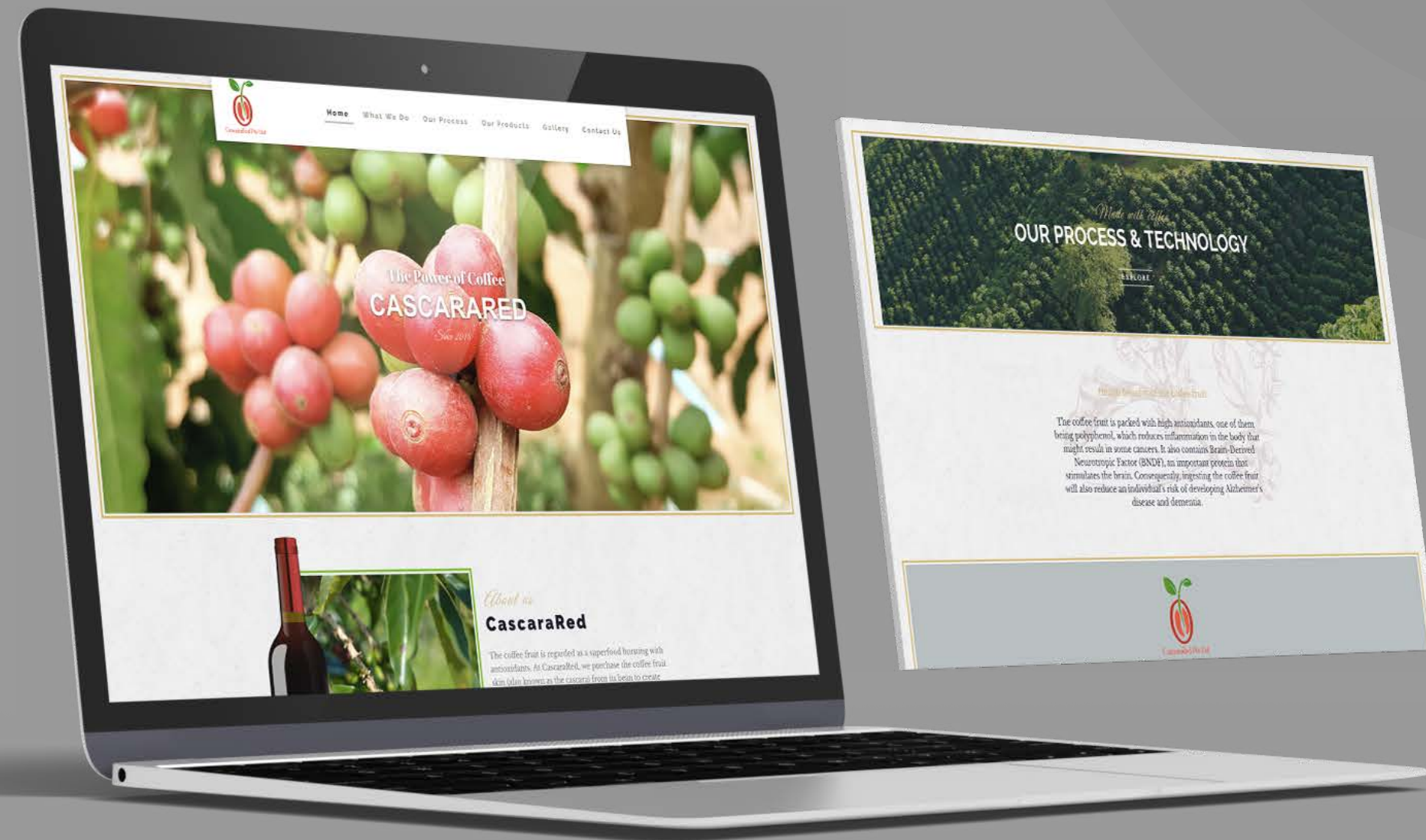
FLOUR



TEA

Made with coffee  
**TRADITIONAL RECIPE**

496	44	5	63
More anti-oxidizing power in coffee fruit compared to blueberries	Reduction in developing Alzheimer's disease	Grains of cherry fruit in a tablespoon serving of coffee fruit	The amount of caffeine content in coffee cherry tea, compared to 800-900 mg/L in coffee



Home | What We Do | Our Process | Our Products | Gallery | Contact Us

The Power of Coffee  
**CASCARARED**

OUR PROCESS & TECHNOLOGY

The coffee fruit is packed with high antioxidants, one of them being polyphenol, which reduces inflammation in the body that might result in some cancers. It also contains Brain Derived Neurotrophic Factor (BDNF), an important protein that stimulates the brain. Consequently, integrating the coffee fruit will also reduce an individual's risk of developing Alzheimer's disease and dementia.

What is CascaraRed

The coffee fruit is regarded as a superfood because of its antioxidants. At CascaraRed, we purchase the coffee fruit directly from the coffee farms in Brazil to ensure

# Heart Attack: A Race Against Time

**A & E**

0.0 Hour

**0 hour: Patient arrives in the A&E**

When a patient arrives in the Accident and Emergency (A&E) with chest pain, doctors have to determine whether the patient has a heart attack which requires immediate action or if the chest pain is caused by other factors.

0.5 Hour

**0.5 hour: When every minute counts**

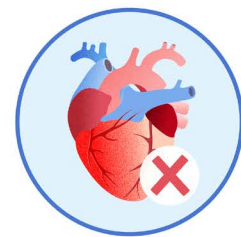
A heart attack, or acute myocardial infarction (AMI), is a cardiac event in which the blood supply to an area of the heart muscle is interrupted, causing the muscle cells to die. Every hour of delay from the onset of symptoms to treatment increases the risk of mortality in patients.

1 Hour

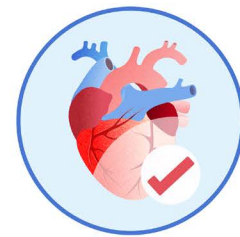
**1 hour: Fast and reliable diagnosis**

Tests such as the **Troponin T-high sensitive tests** may help to shorten time to heart attack diagnosis drastically, enabling faster start of treatment for patients and better use of healthcare resources.<sup>1,2</sup>

**The Troponin T-high sensitive test is a reliable indicator of heart attacks and the gold standard in cardiac critical care**



The test helps to save unnecessary procedures:  
More than **50%** of patients with chest pains do not have a heart attack<sup>3</sup>



The test helps to identify **20%** more patients with smaller infarctions<sup>4,5</sup>

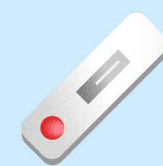
## What is Troponin?



Troponin is a heart muscle protein that indicates heart attacks. The more damage there is to the heart, the greater the amount of troponin in the blood.

Blood tests that detect troponin enable early diagnosis and treatment that can greatly impact patient outcomes.

## Why is the rapid diagnosis of heart attacks crucial?



A limitation of the earlier generations of blood tests was the time required to detect the troponin release, sometimes requiring up to six hours with less sensitive troponin tests.

Rapid treatment is essential as every **30 minutes** increases the risk of mortality by **7.5%** in patients.<sup>6</sup>

The **Troponin T-high sensitive test** reduces the observation time needed to rule-in or rule-out a heart attack from 3-6 hours to just **1 hour**.<sup>7,8</sup> This allows doctors to make treatment decisions rapidly which can greatly impact outcomes and potentially save lives.

1. Mueller C, Giannitsis E, Christ M, et al. (2016). Multicenter evaluation of a 0-hour/1-hour algorithm in the diagnosis of myocardial infarction with high-sensitivity cardiac Troponin T. *Ann Emerg Med.* 68(1):76-87.  
 2. Shiozaki M, Inoue K, Suwa S, et al. 2017. Utility of the 0-hour/1-hour high-sensitivity cardiac troponin T algorithm in Asian patients with suspected non-ST elevation myocardial infarction. *Int J Cardiol.* 249:32-35.  
 3. Twerenbold, R. et al. (2016). *Eur Heart J.* 37(44), 3324 - 3332.  
 4. Giannitsis E et al. (2010). *Clin Chem.* 56 (2), 254-61.  
 5. Roffi M et al. (2016). *Eur Heart J.* 37(3):267-315.  
 6. Die Luca G et al. (2008). *Circulation.* 119(10):1223-5  
 7. Mueller C, Giannitsis E, Christ M, et al. (2016). Multicenter evaluation of a 0-hour/1-hour algorithm in the diagnosis of myocardial infarction with high-sensitivity cardiac Troponin T. *Ann Emerg Med.* 68(1):76-87.  
 8. Shiozaki M, Inoue K, Suwa S, et al. 2017. Utility of the 0-hour/1-hour high-sensitivity cardiac troponin T algorithm in Asian patients with suspected non-ST elevation myocardial infarction. *Int J Cardiol.* 249:32-35.



# SUSTAINABILITY ACTION IN ASIA

## Our Global Goals

- CARBON**  
Carbon negative by 2030
- WATER**  
Water positive by 2030
- WASTE**  
Zero waste across our direct footprint by 2030
- ECOSYSTEM**  
Protect more land than we use by 2030

## Our Regional Commitments

**INDIA**  
Installed a biogas plant at our **Bengaluru Ferns site** to break down and recycle 1,430 pounds of food waste daily, creating enough biogas for half of the site's daily fuel needs

**CHINA**  
Collaborating with **Tsinghua University** to develop AI models for air pollution control and integrated research into sea ice and climate data

**INDIA, INDONESIA**  
Working with **Water.org** to help underserved communities with water supply and sanitation loans

**AUSTRALIA**  
Partnering with **ECHO2** via **Puro.earth** to divert and convert green waste into high-carbon biochar and clean syngas

**NEW ZEALAND**  
Supporting **Sustainable Coastlines Charitable Trust** with Azure and AI tools for Litter Intelligence program

...and many more

Infographics design

Roche / Infographic created for Heart Disease awareness. Assets created include Infographics and animated gif.

Microsoft / Infographic created for Earth Day



# Safe Resumption of Leisure Activities and Events

## What is a leisure activity/event?

- Targeted at consumers
- Anyone can attend the ticketed/free event
- Has dedicated programming aligned with Arts, Culture, Entertainment, Retail, F&B and Sports
- Held over a period of no more than three months

## Which leisure activities/events can resume?

### ✓ Approved activities/events that are allowed to resume

 Training classes and workshops (E.g. masterclasses on special interest topics)	 Exhibitions (E.g. public art, sculpture exhibitions)	 Tour (E.g. guided tours using conveyance, walking and cycling tours)
 Activities within retail establishments (E.g. jewellery collection previews held in-store)	 Sports activities (E.g. Yoga classes organised at the gym)	 Activities held at attractions (E.g. workshops, learning journeys, wellness activities)
 Activities within F&B establishments (E.g. wine dinner pairing sessions at restaurants)		

### ✗ Leisure activities/events that cannot resume yet

 Singing, and any aspect of live performances	 Roadshows/atrium fairs at shopping malls
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Visit Ministry of Trade and Industry's Go Business portal with CorpPass to confirm activities permitted to resume, and the date of resumption. Prevailing safe management measures should be adhered to.



# A Safe Cruising Experience with CruiseSafe Certification



 Implement <b>infection control measures</b> at every stage of a passenger's journey, including a mandatory COVID-19 test prior to boarding	 Conduct strict and frequent <b>cleaning and sanitisation protocols</b> onboard
 Adhere to <b>safe management measures</b> aligned with prevailing national policy at the time of sailing	 Ensure <b>100% fresh air</b> throughout the ship
 <b>Reduce ship capacity</b> to enable sufficient safe distancing	 Set up onboard measures to <b>discourage close contact and inter-mingling</b> between groups
 Put in place <b>emergency response plans</b> for incident relating to COVID-19	More at <a href="https://www.go.gov.sg/safecruises">go.gov.sg/safecruises</a>

Singapore Tourism Board / When Singapore was recovering from covid outbreak in early to mid 2020, a series of infographics are created to inform the general public about the updated schemes and support from the government.

**HP**

Hear from experts on pushing the frontiers of print in the midst of a pandemic

[Register Now!](#)

The print industry is no stranger to disruption. While there has been much talk about the unprecedented nature of today, hear how one quick-thinker in the industry has used this time to uncover new ways to expand and reach customers.

**Pivots in print: How one local print business changed the game during COVID-19**

In times of great change, local business GENR8 Printing has mobilised the latest in large format print technology to expand its footprint and offer customers the ability to transform any surface – from plywood to acrylic, and from wall to wall.

**What businesses can do to succeed now and beyond the pandemic**

Sign up to join this live webinar and hear from GENR8 Printing's Managing Director, Gianni Moratidis, and HP's ANZ Country Manager for Large Format Printing, Craig Hardman, as they discuss the challenges Australia's print industry has faced in 2020, and share their expert opinions.

Learn how you can also transform rigid printing in ways you never thought possible, giving your business the edge you and your customers need most now with HP.

**Block your calendar**

**Date:** Thursday, 20 August 2020  
**Time:** 9:30-10:30am  
**Speakers:** **Gianni Moratidis**, Managing Director, GENR8 Printing  
**Craig Hardman**, Country Manager for Large Format Printing, HP ANZ

[Register Now!](#)

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**HP**

**EXCEPTIONAL COLOR, IMAGE AND PRINT QUALITY**

Ready to stand out from the competition? Differentiate and future-ready your business with best-in-class image quality and the industry's widest range of specialty inks. With HP Indigo, achieve the look and feel of offset printing and accommodate high volume jobs for many years to come.

[Learn more](#)

**ULTIMATE QUALITY FOR HIGH-VALUE PREMIUM APPLICATIONS**

- Reach any color\* with an extended color gamut
- Special effects ElectroInks such as Silver and Fluorescent Inks
- Beautify images with photo-enhancing ElectroInks
- ColorUp! Extended Gamut Solution
- High Definition (HD) Imaging for smoother photo applications
- HDFM Screening for higher image quality and detail

**UNLIMITED COLOR POTENTIAL**

HP Indigo ElectroInk is a unique liquid ink formulation that, together with HP Indigo's LEP Technology, enables extended color gamut with the largest variety of inks available in the digital printing industry.

Create endless possibilities with HP Indigo ElectroInk.

[Learn more](#)

\*Up to 97% of the color gamut

**CONNECT WITH US**

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**HP**

**REDEFINE BUSINESS BOUNDARIES**

Define what's next for your business. With HP Indigo's state-of-the-art LEP technology, your business is set to thrive with increased productivity across your entire portfolio. LEP is inherently one of the most sustainable printing methods available today, letting you print shorter runs and data driven printing jobs, that are increasingly required by print service providers (PSPs) today.

[Learn more](#)

**LEADING-EDGE SECURITY SOLUTIONS**

For greater peace of mind, HP Indigo Secure allows you to safeguard your products against counterfeits through our vast portfolio of unique and exclusive security solutions.

**REALIZE YOUR FULL POTENTIAL**

HP PrintOS is one platform for automation and excellence to help simplify your print business. Beyond the press, PrintOS, cloud-based app operating system, helps you get more out of your presses, bringing it all together under one umbrella and delivering the transformative growth you've always imagined.

**REDUCING ENVIRONMENTAL IMPACT**

HP Indigo digital presses are manufactured and certified carbon neutral — using renewable energy. More than 1,500 media with environmental certifications are available for HP Indigo customers to use on HP Indigo commercial digital presses, and dozens are available for HP Indigo labels and packaging digital presses.

[Learn more](#)

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# EDM design

HP / Series of HP EDMs created for new campaigns and repurpose campaigns. The assets created include EDMs, Google display ads gifs and statics posts. EDMs are created to be in line with the main HP brand guide, as well as making sure to give unique visual experience for different campaigns.

**vmware**  
CUSTOMER CASE STUDY

**ZOZOTOWN**

**ZOZO Technologies**

## ZOZO Technologies transforms IT infrastructure to meet seasonal demand

Leveraging VMware Cloud™ on AWS to overcome operational challenges from a sudden tripling in sales in Winter 2020

"ZOZOTOWN" is Japan's largest fashion online mall, that offers more than 730,000 products. Behind its success is ZOZO Technologies, that handles its IT system operations and the overall technological development of ZOZO Group. To meet seasonal spikes in traffic and growth, ZOZO Technologies sought to enhance

**Solution**

The service infrastructure of ZOZOTOWN has expanded on-premise since the platform was implemented, with virtualization from VMware. Now, it has expanded its infrastructure with VMware Cloud on AWS, which helps handle surges in traffic and enables more efficient operations and quicker responses to changes.

**Challenges**

Limitations in scalability of on-premise physical servers as ZOZOTOWN's services grow.	Inefficient utilization of physical resources during off-peak periods.	High operations expenses tied to physical server failures, operations and maintenance.
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**Outcomes**

Resources can quickly be scaled up or down between on-premise and the cloud.	When handling traffic spikes, resources are efficiently utilized where needed on the cloud.	Gained the ability to quickly respond to changes while leveraging existing applications and infrastructure.
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**INDUSTRY**  
E-Commerce

**CUSTOMER PROFILE**  
ZOZO Technologies Inc. handles the overall technological development of ZOZO Group and is also responsible for the IT system operations of Japan's largest fashion online mall, ZOZOTOWN. ZOZOTOWN manages more than 7,600 brands and promotes an average of 3,000 new products per day.

"VMware Cloud on AWS has provided ZOZOTOWN with the highest compatibility as a cloud service. Not only does it not require modifications in the application, but it also has enabled high portability of virtual machines for the business."

Nobuhiko Watanabe,  
ZOZO-SRE Team Lead,  
SRE Department  
Technology Development Headquarters  
ZOZO Technologies, Inc.

**VMWARE FOOTPRINT**  
VMware Cloud™ on AWS  
VMware HCK  
VMware vSphere®  
VMware Professional Services

**vmware**

**PARTNER SUCCESS STORY**

to unified catalogations anytime, anywhere

Improved productivity and collaboration remotely

Greater agility with single management interface

Zero-trust security approach enable

## Transforms remote staff with VMware Workspace ONE

first work environment that enables operations from anywhere, and on any device

University, National University of Singapore has received global recognition with its the world's top 10 in employability. a software-defined datacenter

out a Strategic IT Plan, to d students with seamless and , from anywhere, anytime, on

ere understood the needs and a strong competition from Microsoft oject, as its suggested solution for offerings.

s – to propose and implement effective remote work and applications from any devices

**NUS**  
National University of Singapore

The National University of Singapore is a national research university in Singapore. Founded in 1905 as the Straits Settlements and Federated Malay States Government Medical School, NUS is the oldest higher education institution in Singapore.

**INDUSTRY**  
Education

**HEADQUARTERS**  
Singapore

**ABOUT THE PARTNER**  
NCS is a leading info-communications technology (ICT) service provider and together with Singtel, we have a presence in 22 countries located throughout APAC, Europe, and the USA. NCS delivers end-to-end ICT and communications engineering solutions to help governments and enterprises realize business value through the innovative use of technology.

**VMWARE FOOTPRINT**  
Workspace ONE  
VMware vRealize® Suite  
VMware NSX® Cloud  
VMware Cloud™ on AWS  
VMware Horizon

Layout

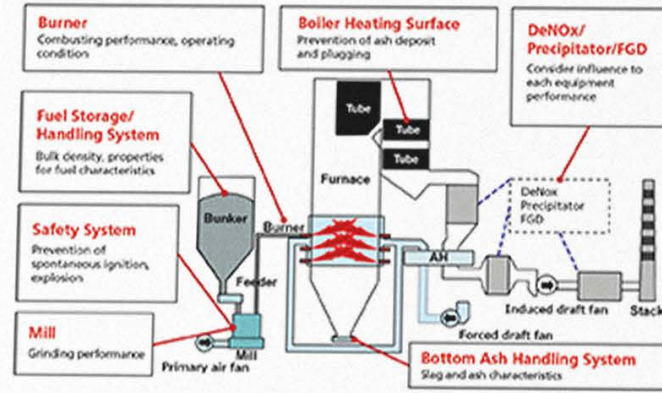
VMware / Brochure created for VMware, with cross collaborators.

# Biomass Co-Firing

CO<sub>2</sub> emissions reduction proportionate to co-firing ratio

More effective use of existing coal-fired power plants

## Design consideration items for pulverized biomass fired boiler



Biomass co-firing presents an opportunity to make steam power systems less carbon intensive. MHPS offers a comprehensive range of upgrades that are designed to enable existing steam power plants to operate at different biomass co-firing rates and reduce CO<sub>2</sub> emissions, while optimizing utilization and ensuring safety standards are met. The modified steam plants comply with government requirements as countries move towards a low-carbon society.

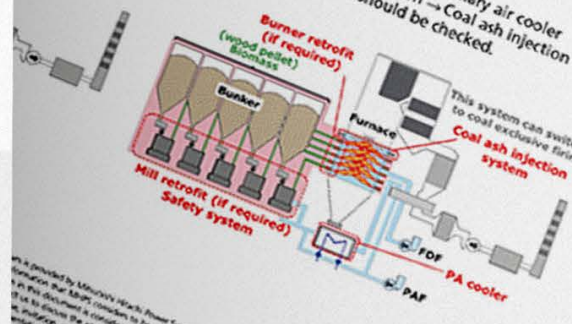
While modifications can be designed for various types of biomass including waste-based biomass, MHPS recommends using white wood pellets as they are more readily available.

## Plant upgrades for various biomass co-firing ratios include:

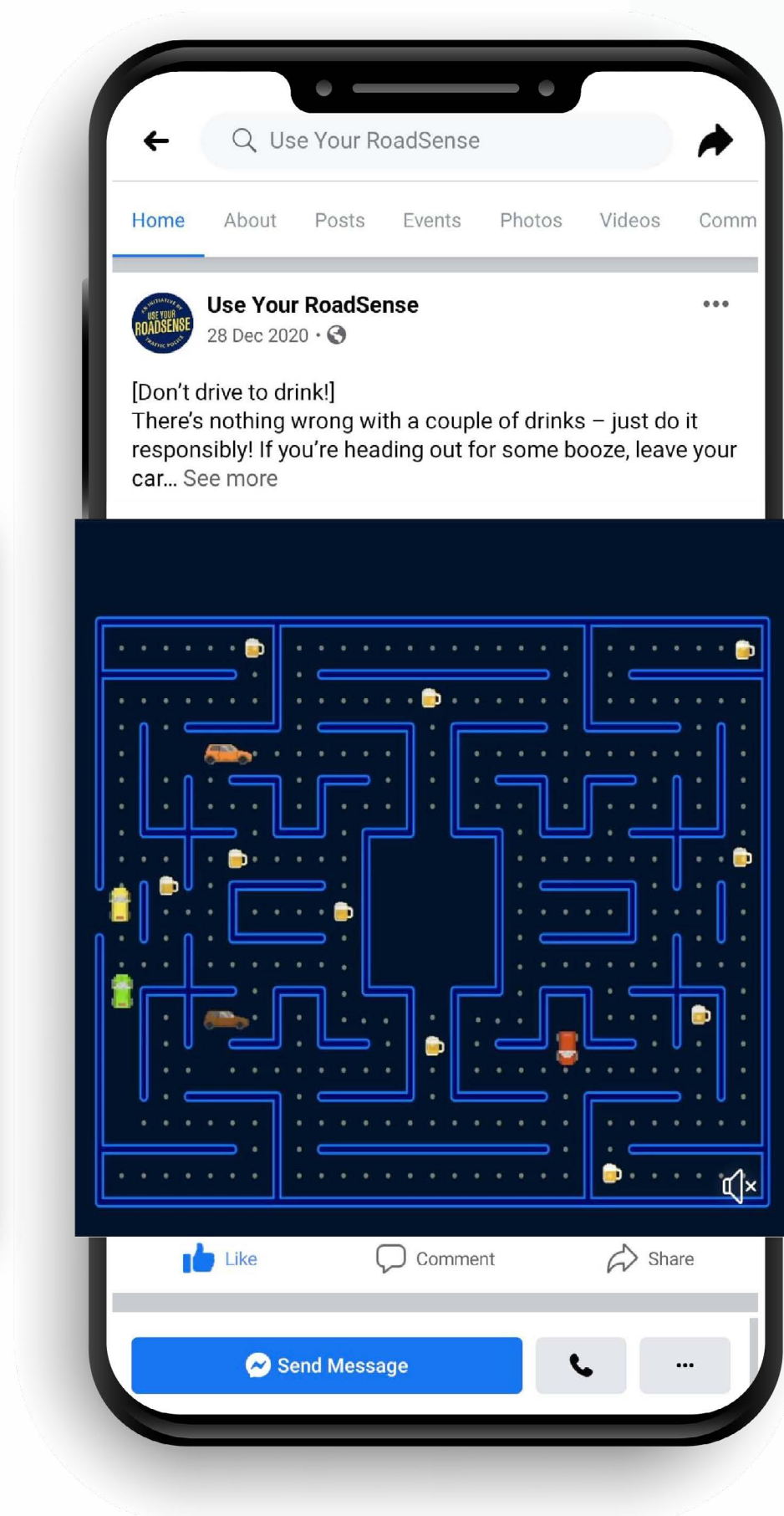
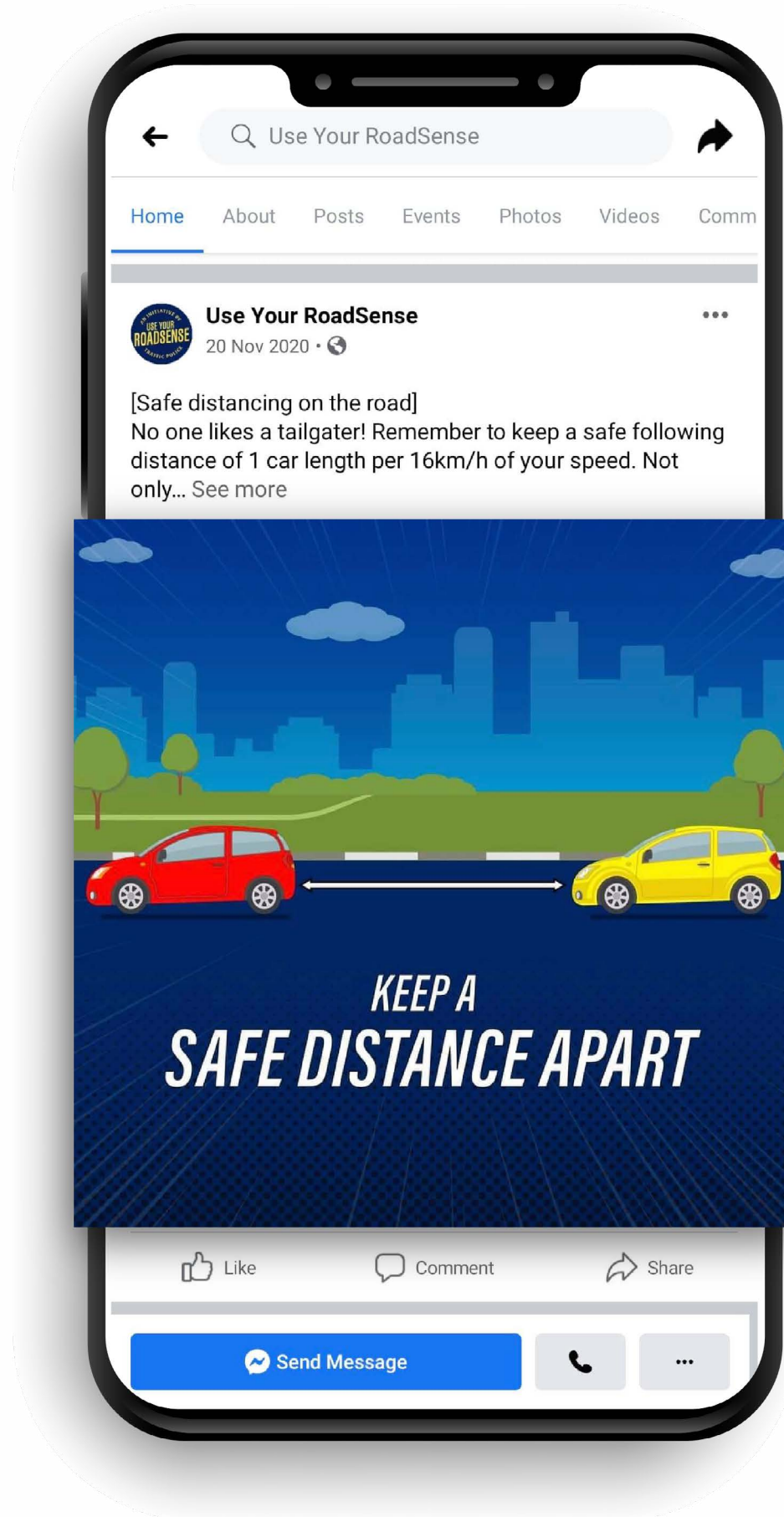
Modification Items	Co-firing Ratio (calorie base)			
	Up to 5%	Up to 30%	Up to 70%	100% (exclusive)
Fuel Handling/ Addition	Up to 5%	✓	✓	✓
Burners	✓	✓	✓	✓
Boiler (Shell)		✓	✓	✓
DeNOx/ Precipitator/ FGD			✓	✓
Bottom Ash Handling System			✓	✓

100cal% (exclusive) firing

- AH out. gas temp. rise → Primary air cooler
- Severe fouling, corrosion → Coal ash injection
- Steam condition should be checked.

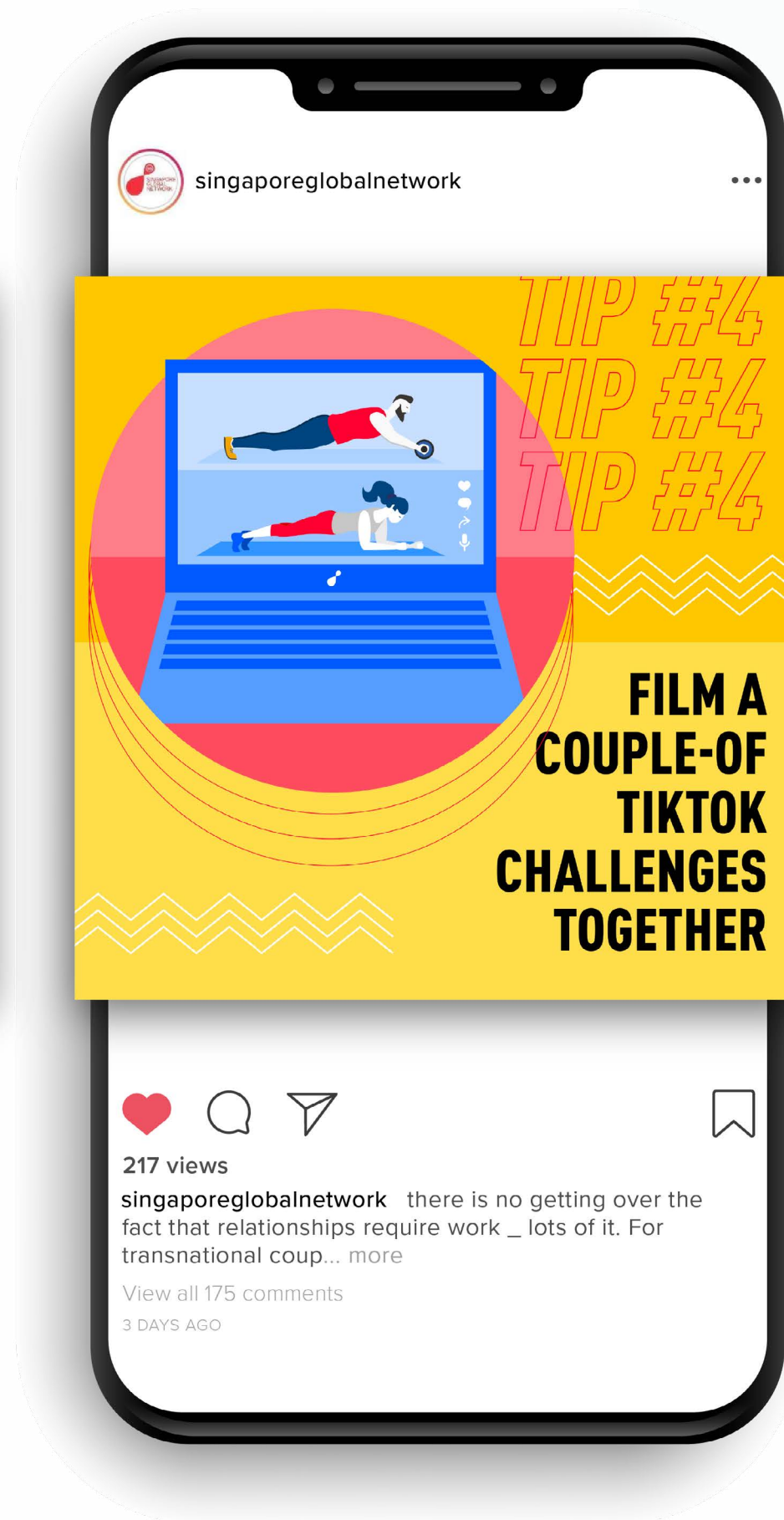
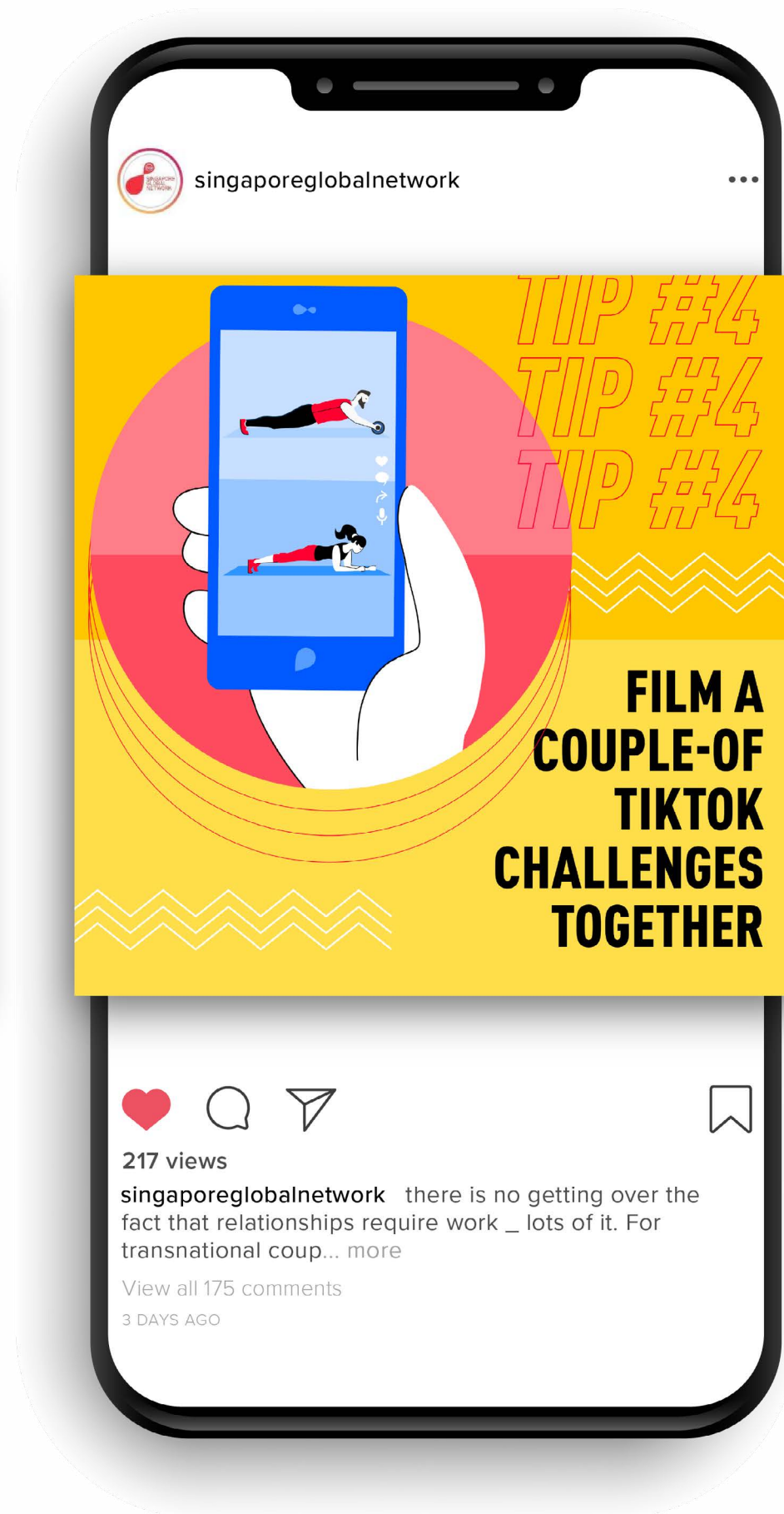
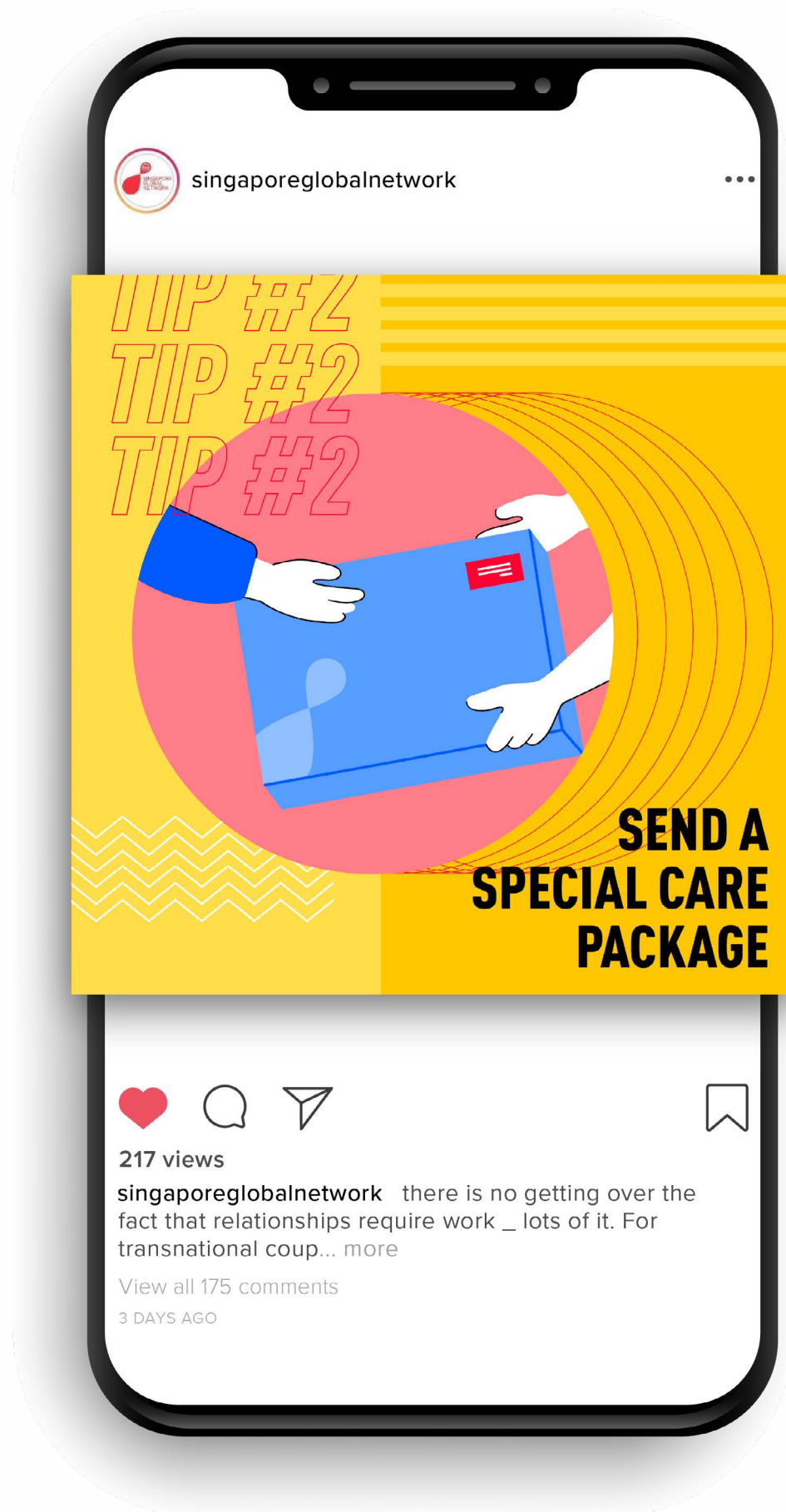






## Social post design

**Traffic Police** / Social posts for Traffic Police have diversified designs with much freedom for creativity. For every special day/ event, different social post is created to give the desired message to each targeted audience. While there is endless room for creativity, each design is created to adhere to the overarching brand look and identity.



**Singapore Global Network** / Social carousel post for Singapore Global Network on how to make the best out of the LDR relationship amidst covid restrictions. The illustration styles is created based on the brand look and feel.