

MODEL WORKER

Joel Daniel Yap Jie Wei

Graphic Design Lead

Danamic

Nominated by the Creative Media and Publishing Union.

Joel Daniel Yap Jie Wei has embarked on an impressive journey from graphic designer to team leader while pursuing a Specialist Diploma. His commitment, skill, and leadership shine brightly.

Since joining the company, Joel has demonstrated an extraordinary ability to envision and create impactful graphics. His work on the Chingay 2023 advertising campaign, prominently displayed at MRT platforms is a testament to Joel's creativity and technical prowess. These designs capture the brand essence and elevate the organisation's public profile.

Brother Joel's evolution from an individual contributor to a dynamic leader is remarkable. He skillfully organises, delegates, and nurtures the growth of his team members and interns. Under his guidance, the graphic design team flourishes, becoming more cohesive and innovative. Brother Joel's exceptional time management and prioritisation skills are evident in his ability to balance the needs of multiple clients while adapting to various formats.

Beyond design work, Brother Joel's impact extends to redesigning internal communications and establishing new design languages, which are instrumental in enhancing corporate identity and internal collaboration. His cheery and approachable demeanour fosters an environment of open communication and collaboration. His positive attitude and readiness to assist greatly enhance team morale and productivity.

Brother Joel's contributions to the organisation and his personal and professional growth embody the Worker 4.0 ethos. They reflect a perfect blend of skills, dedication, and leadership that significantly contributes to the workplace's success and positive culture.