

# AMADEA LOW

Creative Media Designer

Amadea is a creative art and design final year undergraduate; a creative thinker, ever willing to learn, explore and create. She is looking for unique opportunities to utilise and hone her skills as an effective designer, creator and problem solver by working with professionals within the creative industry.

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## EXPERIENCE

may 2019 – present

### FUJIMORI/KAJITA

Graphic Designer and Marketing Intern

Print and digital media designer for branding and marketing collaterals; targeting our international clients interested in gem stones and fine jewellery.

Produced Singapore's first product catalogue.

Directed photo and video shoots for multimedia branding materials.

Month long opportunity to work in Tokyo base office with the Japanese staff; allowing me to learn from and foster great working and personal relationships.

Lead event organiser of Resparkle - our first APAC event in August, held in Singapore for our global clients.

Sales assistant and analyst for our flagship store in Takashimaya, Singapore.

november 2016 – present

### FREELANCER

Designed marketing posters for various academic presentations and projects.

Independent freelancer for wedding photography and videography.

Logo designer.

may 2018 – august 2018

### WORLD SCIENTIFIC

Graphic Design Intern

Independent conceptual designer of book covers, catalogues and marketing editorials on STEM academia.

Managed print production timelines and work within harsh deadlines.

june 2017 – october 2017

### TALENTTRIBE ASIA

Video and Design Creative Lead (Intern)

Produced and directed corporate videos for Singtel, AXA and Shopee while working closely with their Human Resource teams to craft videos that highlight their industry and to show light on the company's working environment; so as to attract talent.

Accounts organiser for our clients, from managing production timelines to fostering strong working relationships with our partners.

Photographer and videographer covering Singtel Future Makers.

## EDUCATION

### NANYANG TECHNOLOGICAL UNIVERSITY

School of Art, Design and Media

Bachelor of Fine Arts - Visual Communications

2016 - 2020

### RENSELAER POLYTECHNIC INSTITUTE (RPI)

Department of Graphic Communication

Global Exchange Programme

August 2018 – December 2018

## SOFTWARE

Photoshop

Illustrator

In Design

Premier Pro

Lightroom

After Effects

Microsoft Office

## DESIGN

Typography

Layout

Editorial

Colour Theory

Branding

## ART

Painting

Abstract art

Water colour

Acrylics

Hand Lettering

## SKILLS

Project Management

Team player

Accounts

Photography

Videography

## INTEREST

Dance

Outdoors

Fitness

Travelling

Films

## EXPERIENCE

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april 2016 – september 2016

### **HAPPI SG** Social Media Executive

Managed the startups overall Social Media content.  
Worked with brands and partners such as RDA, Community Chest and more to develop partnerships.  
Responsible for sales and marketing plans with our partners.

january 2015 – march 2016

### **SINGAPORE YOUTH FOR CHRIST** Creative Arts Intern

Managed our dance team and choreographed for dance events and performances such as Playmax 2015 and CCIS 2015.  
Directed dance/art workshops for children with non-profit group Love Aid.  
Designed and curated a museum exhibition - Broken Love 2016

## LEADERSHIP

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### **NANYANG TECHNOLOGICAL UNIVERSITY STUDENT UNION**

#### **Publicity and Publications Director | Welcome Week 2018**

September 2017 – August 2018

27th Executive Committee Member and creative director of Welcome Week – a week long orientation of newly matriculated undergraduates.  
Designer and conceptual lead for media PnP materials for the event with more than 10 000 participants.  
Oversaw and led the design production of marketing collaterals (brochures, banners, posters, floorplans).  
Produced WW 2018 promotional video for publicity and social media purposes.

### **26TH JUNIOR COMMON ROOM COMMITTEE**

#### **Publicity Director | Hall of Residence 8**

August 2016 – August 2017

Managing information dissemination to residents for social activities and festive events and more.  
Design event posters, logos, graphic tees and more.  
Managed a team of 20 in my subcommittee to conceptualise and design materials for the various events.