



Cheong Yuting

– UX DESIGN + BRANDING –

ABOUT ME

Hi! I am Yuting, a multi-media artist focused on user experience (UX) design and branding. As a UX designer, I am passionate about working with people to build elegant and engaging products that answer to the needs of users, enhancing human experiences with products. As a brand designer, I design to craft personalities and narratives that engage aesthetically, emotionally and intellectually.

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Portfolio: [behance.net/cheongyuting](https://www.behance.net/cheongyuting)

EDUCATION

SMARTCADEMY | MAY 2020

Introduction to UX Design (Certificate of Completion)

NANYANG TECHNOLOGICAL UNIVERSITY (NTU), SCHOOL OF ART, DESIGN AND MEDIA, SINGAPORE | AUG 2016 – AUG 2020

BFA. Visual Communication. Honours (Distinction).

UNIVERSITY OF HERTFORDSHIRE, UNITED KINGDOM | AUG 2018 – JAN 2019

Exchange Programme in Visual Communication.

LANGUAGES & SOFTWARE SKILLS

ENGLISH



CHINESE



Adobe Photoshop



Adobe After Effects



Adobe Illustrator



Invision Studio



Adobe Indesign



Sketch

ACHIEVEMENTS

COLLEGE SCHOLARSHIP | 2016 - 2020

Nanyang Technological University.

TOP IN ART ELECTIVE PROGRAMME (AEP) AWARD | 2014

Dunman High School

YOUTH OLYMPIC GAMES (YOG) TREE PLAGUE DESIGN | 2010

Work nominated for international exhibition

CCA & COMMUNITY INVOLVEMENTS

PROJECT SAFIVEDEE | JUN 2017

Overseas Community Involvement Programme in Laos, NTU Hall of Residence 5

PUBLICITY SECRETARY | AUG 2016 – SEP 2017

29th Junior Common Room Committee (JCRC), NTU Hall of Residence 5

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGN INTERSHIP | 13.05.19 – 19.07.19

PICO ART INTERNATIONAL PTE LTD

- Conceptualised and designed the brand identity and concierge app for JetQuay, the elite gateway at Changi.
- Conceptualised and developed the pitch for National Steps Challenge Season 5's marketing campaign by the Health Promotion Board.
- Developed key visuals used in the pitch for Changi Jewel's opening ceremony.

FREELANCE GRAPHIC DESIGN | 06.2019 – 07.2019

DANAMIC PTE. LTD.

Designed brand collaterals such as PowerPoint deck template, name cards and letterhead for their client, Feezmodo Consulting PTE. LTD.

GRAPHIC DESIGN INTERNSHIP | 15.06.18 – 31.07.18

VISIBILITI PTE LTD

- Designed digital banners, landing pages, and various digital marketing materials for local listed clients such as MindChamps, People Impact, and BrainFit.
- Designed materials such as infographics and digital banners for Visibiliti's own website, Wonder Years.

COMMISSIONED ILLUSTRATOR | 06.2016 – 07.2016

CHRISTIAN PAUL WATCHES SYDNEY

Commissioned to design two illustrations, featuring their "Luxe" and "Grid" collections, for promotion purposes.

COMMISSIONED ILLUSTRATOR | 02.2016

SINGAPORE PRESS HOLDINGS (SPH), CHINESE MEDIA GROUP

Commissioned to illustrate for the colouring book, World Of Colours - Sweet Memories, aimed at promoting the mental wellness of Singapore's pioneer generation.