

ABOUT

Undergraduate majoring in Visual Communication in the School of Art, Design & Media in Nanyang Technological University, Singapore, graduating in the July of 2020.

Branding and experience specialist; crafting brand identities and brand experiences, helping young businesses to develop their brand story.

Proficient in production knowledge and process management; capable of being independent in print production management and physical installations.

EDUCATION

Nanyang Technological University, School of Art, Design & Media _2016 – 2020
Bachelor of Fine Arts (Major in Visual Communication)

Ngee Ann Polytechnic _2010 – 2013
Diploma in Mass Communication (Advertising & Public Relations)

PAST EXPERIENCE

Freelance Graphic Designer

BRANDING AND DESIGN
2013 – Present

GLITE (2016) SINGAPORE E-SCOOTER BRAND

// Designed a brand story and identity to promote premium quality and confidence in their products
// Retail store design and experience to increase sales and overall customer experience with the brand

YOBO SG (2019) SINGAPORE PROTEIN BOWL

// Designed brand identity of a new local eatery to differentiate themselves in a crowded segment
// A fresh F&B outlet design to improve both sales and social media presence

School of Art, Design & Media, Viscomm Print Centre

PRINT PRODUCTION MANAGEMENT STUDENT IC
Jan 2018 – Present

Responsible for budget, resource management and quality control
Training of new staffs in this print centre to ensure skill proficiency

SingaporeGP Pte Ltd

MARKETING INTERN
Mar 2012 – Oct 2012

Independent coordination in setup and execution of SingaporeGP outreach events
Assisted in onsite operations in Singapore Grand Prix
Assisted in project development of SingaporeGP inaugural mobile application
Coordination with various embassies to ensure accurate portrayal of each nation's identity

AWARDS & ACCOLADES

Crowbar Awards 2019

CORPORATE BRANDING/IDENTITY - BRONZE AWARD
Perspectives Film Festival 2018: Institutions

KEY SKILLS

Proficient in

Adobe Illustrator, InDesign & Photoshop.