

Brand & Visual Designer

LinkedIn
lucasprofile

Selected Experience

Skills

Education

Awards

Lucas
Lim Le Zhan

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Portfolio
lucaslim.design

Singapore
+65 9852 0305

Darling Visual Communications

Notable Clients
VEGANBURG
Octave Institute
Bao Makers
Love & Bravery
Reduc
Sinenergy
Raffles Institution
Cortina Watch
CHAT
Ang Ah Tee
Huxter
PAA
SMU

*Among others

Fable Studio

Notable Clients
Google
Adobe
Vogue Singapore
LASALLE
Foodrella
Eagle
Zuellig Pharma
EBORN
GD DS
Beyond Bank
Grab
CapBridge

*Among others

Mandatory National Service

Technical Tools and Expertise

University College Dublin

Crowbar Awards

2023.03 – 2025.05
Creative Designer → Midweight Designer

Scope
Designed VEGANBURG's brand identity across packaging, apparel, menus, and social media launches.

Produced 2D animations, packaging details, post product photography production and final artwork for Bao Makers, with features in international design publications.

Designed websites for Sinenergy, raiSE, PTC Construction, Supra Fund Management, Love & Bravery, FIFTYFULL, and an early draft for VEGANBURG.

Designed research-based awareness booklets and publicity collaterals for CHAT.

2021.03 – 2021.06
Contributing Illustrator

Scope
Illustrated and provided write-ups for the artworks to be included in the studio's newest VIRUS issue.

2021.01 – 2021.02
Freelance Creative

Scope
Created graphical marks from Chinese typography for Vogue Singapore, later featured in their March issue.

Illustrated tech-focused graphics for HarbourLink InnoHub.

Worked with Foodrella, a South Korean food company, to design packaging for their new soup range, incorporating Hangul typography to meet project needs.

2020.11 – 2022.10
Media and Intelligence Unit

Scope
Produced print and media assets as part of the armed forces' media and intelligence unit.

Programs
• Adobe Illustrator • Adobe Photoshop
• Adobe InDesign • Adobe After Effects
• Adobe Premiere Pro • Adobe XD
• Microsoft Office Suite • Figma • Cargo

2018.06 – 2021.07
Part-time Bachelor of Business Studies with Law Pathway. Completed prior diploma in Business and Law.

2020.12
Bollywood Veggies

Design
C01 Corporate/Branding Identity - Gold
C03 Logo Design - Gold
C12 Art Direction - Gold
C13 Design - Gold
C14 Illustration & Graphic Design - Gold

Communication
A09 Art Direction - Gold
A10 Design - Gold
A11 Illustration & Graphic Design - Silver

Managed Raffles Institution's reports, yearbooks, and key visuals with the creative director.

Art directed and designed Char Grill's brand identity, managing photoshoots, creating screen animations, and establishing brand guidelines.

Developed the brand identity for an unmanned hotel in China and Taiwan, from proposals to final mockups and applications.

Co-conceptualised a one-day event with leading design studios, creating the logo, poster, and full collateral suite.

2020.03 – 2020.04
Contract Graphic Designer

Scope
Illustrated and developed the brand guide for Quincy Hotel and provided creative services across diverse industries.

2019.12
Freelance Animator

Scope
Contributed creative frame concepts and designs for an animation for Beyond, a cryptocurrency bank.

2019.06 – 2019.08
Graphic Design Intern

Scope
Worked with well-established clients such as Google, Adobe and Grab among others, to conceptualise and execute graphic works.

Awarded the Commanding Officer's Coin for contributions to media development.

Disciplines
• Brand Identity • Brand Strategy
• Visual Identity • Art Direction • Copywriting
• Illustration • Motion • Collateral Design • Print
• Packaging • Iconography • Web Design

2017.04 – 2020.05
Full-time diploma in Visual Communication and Media Design from Singapore Polytechnic, completed concurrently.

Branding
B02 Below-The-Line - Bronze
B04 Corporate/Branding Identity - Bronze
B07 Art Direction - Bronze
B09 Illustration & Graphic Design - Bronze
B08 Design - Finalist

2019.11
adidas ascent

Communication
A04 Integrated - Finalist