

Grace Hong

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EXPERIENCE

UWC South East Asia

Graphic Designer

Singapore

Jan 2021 - Present

- Designed and managed the production and publication of the College's biannual magazines, annual reports and impact reports using various multimedia tools, ensuring engaging and powerful messaging.
- Developed and contributed visual content, including photos, videos, and graphic designs, for the College's online newsroom, UWCSEA Perspectives, and social media channels in collaboration with content and social media teams to effectively promote the College's achievements and community.
- Designed a variety of collaterals for internal and external audiences, including brochures, webpages, infographics, marketing materials, and social media content, ensuring consistent and visually appealing branding.
- Created, maintained, and updated website, portal, and microsite content to enhance customer experience and satisfaction.
- Supported storytelling efforts by creating compelling visual content to celebrate the work of the College, its students, and the community, enhancing UWCSEA's online presence and reputation.

Architecture+Urbanism Publishing

Assistant Editor and Social media manager

Tokyo, Japan

Apr 2018 – July 2020

- Created monographs for prestigious architecture firms such as Coussée and Goris, DS+R, MVRDV, and acclaimed architects like Toshiko Mori.
- Conceptualised and executed a feature issue on Computational Discourses; devised A+U's long-term content development plan, ensuring strategic and engaging content.
- Achieved organic growth of 20k followers on Instagram through strategic content creation and curation; planned and executed a comprehensive social media editorial calendar.
- Researched, reviewed, proofread, and copy edited monthly features; designed graphics and layouts for each issue; conducted and transcribed interviews, ensuring high-quality and visually appealing publications.

PRODUCE

Architecture Associate (Contract)

Singapore

May 2017 – Apr 2018

- Developed design iterations and related visuals for clients, including Jewel Coffee (Raffles Place), ensuring tailored and visually compelling solutions to meet client needs.
- Produced detailed 3D models and renderings for presentations, effectively communicating design concepts and securing client approvals.
- Designed and built custom furniture and interior finishings using CNC machinery and laser cutters for Recolor SG's new showroom and office, and Singaplural 2018 in collaboration with Formica; coordinated with manufacturers, designers, and contractors to ensure seamless project execution.

EDUCATION

Singapore University of Technology and Design

Bachelor of Science, Architecture and Sustainable Design (*Magna Cum Laude*)

Singapore

October 2016

SKILLS AND SOFTWARES

Skills: Editorial design, Merchandise design and mockups, Publishing and print knowledge, Final artwork production and installation, Social media content and management, Creative Coding

Softwares: Adobe Creative Suite (Photoshop, Illustrator and InDesign), Rhinoceros (3D modelling), Canva, Figma, Creative coding (workable CSS and HTML knowledge)