

# CHARLOTTE CHAN

Graphic designer working in the areas of identity / publication. Raised in Singapore / Hong Kong, based in London. Connecting with cultures, people, communities and lived experiences.

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## EDUCATION

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### KINGSTON UNIVERSITY, LONDON

Graphic Design BA (Hons)

2023–2026

#### Key project:

- + “I’m Going To Save The World Club” Publication—Produced and sold out a limited run of books for the Kingston-based Save The World Club Charity’s 40th anniversary through photographic documentation, editorial curation, and bookarts processes

### NANYANG POLYTECHNIC, SINGAPORE

Diploma in Visual Communication with Merit

2020–2023

Graduated in the top 0.05% of the cohort with a GPA of 3.91/4.0

#### Key project:

- + “SG57 Stronger Together” Brand identity was selected as the **winning proposal** and subsequently adapted for **nationwide implementation** by the Singapore’s National Day Parade 2022 Committee

## WORK EXPERIENCE

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### VOLUNTEER, COMMUNICATIONS TEAM

Save The World Club

Jan 2025–Present

- + Maintain and create **digital posts** for the charity’s social media presence
- + Design brochures and posters for **print, advertising its services and efforts** in the areas of catering, environment, art, and music
- + Support **daily operations** and **community-building events**; Devised and **conducted a multi-scriptural ink calligraphy workshop** for a few dozen locals as part of their 2025 Lunar New Year events

### GRAPHIC DESIGN INTERN

Fable

Sep 2022–Nov 2022

- + Supported the core design team in producing **print** and **digital** collaterals for clients, primarily in the sectors of hospitality & retail
- + Created a series of **motion graphics** for the documentation past client work showcased on the agency’s website

### FOUNDER

Charmài

Nov 2019–Sep 2023

- + **Founded** and ran the secondhand fashion apparel brand online when the thrifting scene in Singapore was blossoming.
- + Regularly conducted **concept and product shoots**, preparing **static and motion posts** for social media.
- + **Featured** in the **national newspaper**, Straits Times’, article titled, “Rise of Gen Z entrepreneurs: More young people in Singapore starting their own businesses”

## SKILLS

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### DESIGN AREAS

Editorial and Book Design, Identity, Campaign design, Motion Graphics

### PROGRAMS

Photoshop, Illustrator, InDesign, AfterEffects, Premiere Pro, Lightroom, Final Cut Pro X, Touchdesigner, Figma

### LANGUAGES

English, Mandarin, Cantonese

## ACHIEVEMENTS

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### ROOKIE AWARDS

2025

Rank B in Rookie of the Year — Graphic Design for the project, “I’m Going To Save The World (Club)”

### SINGAPORE PACKAGING STAR AWARD

2022

Winner in the Student’s Sales & Display Category for the project, “GAiA Contact Lens Packaging”

### THE CROWBAR AWARDS

2023

Gold Award in Branding, B06 Packaging for the project, “GAiA Contact Lens Packaging”

### CREATIVE COMMUNICATION AWARD

2021

Winner in the student category for the project, “What is Trauma-Informed Care?”

### MIGHTY JAXX AWARD FOR OUTSTANDING PROJECT WORK

2023

Silver medal

### WORLDSKILLS SINGAPORE, GRAPHIC DESIGN TECHNOLOGY

2021

Gold medallist