

CHARLOTTE CHAN

Graphic designer working within but not limited to 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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SKILLS

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

EDUCATION

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

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

Charmàì

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”

ACHIEVEMENTS

ROOKIE AWARDS

2025

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

THE CROWBAR AWARDS

2023

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

MIGHTY JAXX AWARD FOR OUTSTANDING PROJECT WORK

2023

Silver medal

SINGAPORE PACKAGING STAR AWARD

2022

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

CREATIVE COMMUNICATION AWARD

2021

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

WORLDSKILLS SINGAPORE, GRAPHIC DESIGN TECHNOLOGY

2021

Gold medallist