

Kit Tan

Designer/Creative

Tan Kiat Wei (Kit)

Singapore

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kitgetaway.com

Skills

Designer exploring pop culture, nostalgia, and identity through graphic design and crafted objects. Has 3+ years of experience across agencies and freelancing—scope of work include, but not limited to: branding, spatial, publication, social and motion design. Ever-curious, open to collaboration and challenging oneself. Best at blending visual storytelling with playful experimentation, transforming them into new forms that reflect personal and collective histories. With a focus on accessibility and material culture, Kit's creative works blur boundaries between design, art, and lived experience.

Professional Experience

Freelance Graphic Designer

2019 – PRESENT

- Redesigned the logo for Prudential's Team Eddymon, enhancing brand recognition and consistency across marketing materials.
- Directed art for EDMs and print standees for private events, resulting in a viral and coherent presence online.
- Collaborated with voco Orchard Singapore to develop corporate stationery, improving internal communication aesthetics.

Currency Design / Freelance Designer

AUG 2024 – JAN 2025

- Produced the alumni video segment for NTU ADM Show 2024, viewed by over 3,000 attendees, strengthening alumni engagement.
- Delivered design solutions for clients including Singapore Art Museum, Thing Books, SUTD, and The Private Museum.

Currency Design / Design Intern

APR 2024 – JUL 2024

- Conceptualised brand identities across spatial, digital, and motion platforms in collaboration with the art director, leading to successful reach both online and offline.

FishyHub / Social Media Designer/Content Creator

JAN 2021 – APR 2024

- Produced trending reels as part of overall strategy, collaborating with overseas team in aligning content schedule and art direction.
- Strategised IG posts and memes to boost traffic to the page (raised following by 40%).

Education

LASALLE College of the Arts / BA in Design Communication

AUG 2022 – JUL 2025

Singapore Polytechnic / Diploma in Visual Communication

AUG 2019 – MAR 2022

- Mopiko Campaign nominated for Crowbar Awards.

Leadership & Community

Tuesday Run Club / Community

2024

- Lead the KV direction and management of a self initiated weekly run club amongst designers in the community.

Religious Iconography in Buddhism Books / Community

2024

- A self-published book stocked in SGABF2024 and Printed Matter in New York.