


PERSONAL STATEMENT


I am a Graphic and Interactive Designer currently based in Singapore with Bachelor's of Fine Arts from Nanyang Technological University, School of Art, Design and Media.

I'm meticulous, user centric, quirky and have a unique eye for design — all qualities I put forward in developing unique and interactive media. I am enthusiastic and hopeful about translating company vision into reality. I enjoy making fractal art and singing jazz.


RECOGNITIONS & AWARDS




World Illustration Awards 2024
Shortlist in Science and Technology Category
United Kingdom




Indigo Design Award 2022.
Silver Award in Book Design Category
Amsterdam, Netherlands



Indigo Design Award 2022.
Bronze Award in Illustration Category
Amsterdam, Netherlands



Taiwan Seismic Design Competition 2014.
Silver Award (National). Represented Singapore in Taiwan
Seismic Design Competition 2014
Taiwan, Taipei



National Youth Achievement Award (NYAA).
Silver Award
Singapore

EDUCATION

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NTU (Art, Design and Media)

B.F.A. in Design Art
2024

Specialisation in Visual Communications & Interactive Media
Notable Modules

- DV5001: Design In Motion
- DM2008: Programming for Interaction
- DM5001: Web Design
- DT2001: 3D Production
- DA5004: Design, Art and Animation for Media Architecture
(Exhibition at Ten Square Building Singapore)

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University at Buffalo (SUNY)

B.F.A. in Communication Studies
Fall 2019 - Spring 2020

- Dean's List Award: Cumulative GPA 3.53/4.0
- UB Student Council (Publications Team)

SKILLS & PROFICIENCIES

01 Design Software Competency		02 Design Knowledge
Visual Communications	Interactive Media	
Adobe Photoshop	Touch Designer	Grid & Layout.
Adobe Illustrator	P5JS	Typography.
Adobe Indesign	Processing	Color theory knowledge.
Sketchup	Arduino	Image editing.
Keyshot		Web usability.
HTML		Interface Design.
		Illustration

WORK EXPERIENCES

SONY (DESIGN CENTER ASIA)

- Junior Communications Designer* (October 2024 - Present)
- Designed and adapted key visual assets for regional marketing campaigns, including POP displays, catalogues, brochures, social media creatives, and digital banners across Southeast Asia.
 - Multi-format adaptations and marketing asset language localisation (EN, TH, VN, ID) for SNS platforms such as Facebook, YouTube, and PMax (Portrait, Landscape, Square) across six SEA markets.
 - Full-cycle design execution from concept proposals and art direction to revisions and final artwork.
 - Creative Proposals for Shopfront Design. (Keyshot and Sketchup)
 - Developed content (Copywriting, Motion Graphics) for MySony Portal, including multilingual articles and how-to guides that educated users on Sony Pictures Core features and BRAVIA functionalities, boosting engagement and accessibility.
 - Product Launches: WH-1000XM6, Bravia 2024 TV lineup, VX8042 super-telephoto lenses
 - Subtitling and Motion Graphics
 - Research

Freelance

- Samaritans of Singapore*: SOSLink Internal Magazine Design (March 2024 - Present)
- Lumina Live!*: Company Portfolio Web Design (2024)

NEON

- Designer (Internship)* (May 2023 - July 2023)
- Pre-press production designer in design layouts, assembling and formatting text and graphic elements, in preparation for printing.
 - Site Checking @ Avatar Exhibition
 - Exhibition Research @ Science Centre SG
 - Notable projects:
 - Avengers S.T.A.T.I.O.N. Exhibition July 2023 in ChengDu.
 - Avatar Gardens by the Bay Singapore
 - Assisted in USC Marshall School of Business visit

OVERSEAS INTERNSHIP EXPERIENCE

Superson Oy (Overseas Entrepreneurship Programme)

- Design Trainee for Marketing Startup in Helsinki, Finland* (July 2022 - December 2022)
- Facilitated in building bridge between Superson Singapore and Superson Helsinki offices.
 - Organised "Friday Change Makers", a bi-weekly company symposiums with startup founders to learn more from CEOs and CMOs ways to overcome recession periods.
 - Elevated visual styles of social marketing platforms (Facebook news, LinkedIn and Instagram)
 - Worked with clients from Dimex, Boost, Fooni, Fiskars, Wartsila, Vegemessut Sirkkahti, ACO, Gunnarskulla and AnteraTV
 - Refreshed visual identity of Päätös Podcast
 - Researched and analysed strengths & weaknesses of competition in Finland in the area of design & content, positioning of company's communication presence in comparison to the competition and recommended course of action & optimization.
 - Researched potential clients, client partners and specialists in APAC markets (Vietnam Indonesia, Shanghai)
 - Designed collaterals for company Christmas Campaign

Research Illustrator for Assistant Professor Ivy Hui-Yuan Yeh of NTU

- Archaeological Illustrator* (May 2022 - Dec 2022)
- Illustrated archeological artefact sketches for Assistant Professor Ivy Hui-Yuan Yeh for her paper on Paleolithic Sites of the Late Pleistocene.

NTU Institute of Science and Technology for Humanity

- Freelance Visual Designer* (June 2022 - Jan 2023)
- Designed print layouts, typesetting with relevant visualizations and graphics to present the content for two NTU signature reports, namely the NTU Report on University Resilience and the Report on NTU carbon footprint.

ADM Alumni Association

- Work Study* (January 2022 - December 2022)
- Produced creative content and copywriting for ADM Alumni Association.
 - Graphic Design
 - Managed social media platforms