

# Brand Designer and Illustrator

## Selected Experience

**Darling Visual Communications**

**Notable Clients**  
VEGANBURG  
Octave Institute  
Bao Makers  
Love & Bravery  
LAMITAK  
Reduc  
Sinenergy  
Raffles Institution  
Cortina Watch  
CHAT  
Ang Ah Tee  
Huxter  
PAA  
SMU

**Fable Studio**

**Notable Clients**  
Google  
Adobe  
Vogue Singapore  
LASALLE  
Foodrella  
Eagle  
Zuellig Pharma  
EBORN  
GDOS  
Beyond Bank  
Grab  
CapBridge

**Mandatory National Service**

# Lucas Lim Le Zhan

*2023.03 – 2025.05*  
Creative Designer → Midweight Designer

**Scope**  
Designed the brand identity for VEGANBURG, spanning packaging, apparel, catering menus, and art direction. Managed weekly social media launches for new events and products.

Produced 2D animations for Bao Makers as well as regulatory information on the packaging and DI of the product photos. The project went on to feature in prominent press such as The Brand Identity, Mindsparkle Mag, StopDesigning and Brand New by @ucllc.

Designed websites for Sinenergy, raiSE, PTC Construction, Supra Fund Management, Love & Bravery, FIFTYFULL, and an early draft for VEGANBURG.

Worked with CHAT on research-led awareness booklets and publicity materials. Produced print collaterals to support the identity.

*2021.03 – 2021.06*  
Contributing Illustrator

**Scope**  
Illustrated and provided write-ups for the artworks to be included in the studio's newest VIRUS issue.

*2021.01 – 2021.02*  
Freelance Creative

**Scope**  
Created graphical marks from Chinese typography for Vogue Singapore, later featured in their March issue.

Illustrated technology-themed graphics for HarbourLink InnoHub.

Worked with Foodrella, a South Korean food company, to design packaging for their new soup range, incorporating Hangul typography to meet project needs.

Developed the visual identity for LASALLE's 2021 Graduation Show.

*2020.11 – 2022.10*  
Media and Intelligence Unit

**Scope**  
Served my duties as part of the Singapore Armed Forces' media and intelligence unit. Produced print and media assets.

*2018.06 – 2021.07*  
Part-time Bachelor of Business Studies with Law Pathway. Completed prior diploma in Business and Law.

*2020.12*  
Bollywood Veggies

**Design**  
C01 Corporate/Branding Identity - Gold  
C03 Logo Design - Gold  
C12 Art Direction - Gold  
C13 Design - Gold  
C14 Illustration & Graphic Design - Gold

**Communication**  
A09 Art Direction - Gold  
A10 Design - Gold  
A11 Illustration & Graphic Design - Silver

*2017.07 – 2019.04*  
Mentored students at Zhangde Primary School and other care centres.

# Curriculum Vitae 2025

Managed Raffles Institution's annual reports, yearbooks, booklets, and key visuals with the creative director, shaping the school's graphic direction.

Art directed and designed the brand identity for Char Grill, overseeing product photoshoots with an external photography and styling team. Produced screen animations from storyboarding to execution and established brand guidelines to ensure consistency.

Developed a brand identity for an unmanned hotel in China and Taiwan, creating proposals and refining the selected direction into product mockups and applications.

Co-conceptualised a one-day event with leading design studios, creating the logo, poster, and full collateral suite.

*2020.03 – 2020.04*  
Contract Graphic Designer

**Scope**  
Created graphics and a complete brand guide for Quincy Hotel.

Designed cover concepts for Samaritans of Singapore's financial report.

*2019.12*  
Freelance Animator

**Scope**  
Contributed creative frame concepts and designs for an animation for Beyond, a cryptocurrency bank.

*2019.06 – 2019.08*  
Graphic Design Intern

**Scope**  
Executed diverse client projects for Far East Organization, Quincy Hotel, Capbridge Financial, Samaritans of Singapore, and others across various industries.

Awarded the Commanding Officer's Coin for contributions to media development and communications.

*2017.04 – 2020.05*  
Full-time diploma in Visual Communication and Media Design from Singapore Polytechnic, completed concurrently.

**Branding**  
B02 Below-The-Line - Bronze  
B04 Corporate/Branding Identity - Bronze  
B07 Art Direction - Bronze  
B09 Illustration & Graphic Design - Bronze  
B08 Design - Finalist

*2019.11*  
adidas ascent

**Communication**  
A04 Integrated - Finalist

Organised activities and provided tutoring to strengthen weaker subjects.

## Education

**University College Dublin**

## Awards

**Crowbar Awards**

## Volunteer

**BP Mentoring**