



# Lionel Fong

## Creative Arts and Community Programmer

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### About

I am a dedicated and motivated team player passionate about building connections within people and the arts. As an adaptable and empathic individual, I contribute effectively and sensitively in diverse environments to create meaningful connections.

### Education

#### LASALLE College of the Arts | BA(Hons) in Arts Management

AUGUST 2022 - PRESENT | SINGAPORE

#### Singapore Polytechnic | Diploma in Visual Effects and Motion Graphics

APRIL 2017 - APRIL 2020 | SINGAPORE

### Work Experience

JUNE 2025 - PRESENT  
SINGAPORE

#### Lead Facilitator | GiveFellow by Give.Asia

- Programmed, facilitated and guided youths, aged 15 to 25, in creating and shaping fundraising campaigns for social good across 6 seasons in since June 2025
- A total of more than 100 youths graduated, and more than \$34k raised from more than 1.5k unique donors across 7 beneficiaries.

JANUARY 2022 -  
PRESENT  
SINGAPORE

#### Co-Founder | Are You Okie (AYO) SG

- Leading a team of 4, this youth-led social initiative fosters interpersonal connections and prioritises intentional wellness.
- Collaborated with Cocoachnutty in creating a Self Care Emporium booth at The Central to raise public awareness on gifting and writing to their loved ones.

Events: The Self Care Emporium (as Collaborator), Calm Con 2022 (as Community Partner)

JANUARY 2025 - ONGOING  
SINGAPORE

#### VR Art Facilitator | BENIOS

- Facilitating and running workshop alongside with VR Artist Benedict Yu
- Facilitated in ARTiverse at Punggol Green Primary School, which we managed with more than 1000 students in creating their VR artworks
- Facilitated 6 parent-child pairs in a Virtual Reality Arts workshop for 2 days at the Asian Civilization Museum for the Children's Season 2025.
- Participated and supported the New Art Museum Virtual Reality workshop and opening Virtual Reality experience for the Wonders of Nature.

MAY 2024 - JULY 2024  
SINGAPORE

#### Audience Engagement (Intern) | National Gallery Singapore

- Researched and strategised for children engagement strategies for Gallery Children Biennale 2025
- Planned potential programming for Gallery Children Biennale 2025
- Researched about online resources and website strategy for Gallery Children Biennale 2025
- Lesson planned and assisted in Weaving Sundays: Mend and Weave with Izziyana Suhaimi Workshop

DECEMBER 2022 -  
APRIL 2023  
SINGAPORE

### **Marketing Intern | Drama Box Ltd | Internship**

- Contributed to creating collaterals and copywriting for the company's social media account.
- Co-authored 3 blog posts that encapsulated the highlights of the *International Community Arts Festival (ICAF) Singapore Hub*.
- Conceptualised, filmed and edited the *fundraising campaign video* for their first inaugural Youth Camp, which successfully achieved its goal in 2023 to host a successful camp.

Credited in: *When cloud catches colours* (under Marketing and Publicity)

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## **Awards and Grants**

AUGUST 2023 -  
NOVEMBER 2023  
HYBRID, BUSAN, KOREA

### **ASEAN-ROK Youth Ideation Contest | Busan IT Promotion Agency | Finalist**

Team Name: Team LASALLE College of the Arts

- Represented Singapore as an event finalist within a team of 4; the project showcased the use of immersive technologies to display Indigenous communities' cultures as a method for cultural preservation and to improve audiences' cultural appreciation. This innovative idea eventually emerged in 3rd place.
- Presented this idea as a student speaker for the "Communicating the Arts" held in Singapore under the category of "Emerging Leaders: Reimagining Heritage for Digital Natives" in 2023.

SEPTEMBER 2019 -  
AUGUST 2022  
REMOTE, SINGAPORE

### **Youth Action Challenge Season 1 | National Youth Council | Co-Lead, Creative Director**

Team Name: Team YOUth and Mental Health

- Co-led a team of five to aim at destigmatising and developing of help-seeking behaviour amongst youth, utilising the means of decision-making animated films as a primary tool. This idea eventually secured a 5k grant from the National Youth Council (NYC).
- Led the team and collaborated with Singapore Polytechnic's Media, Arts and Design School, overseeing the artistic direction and production of three animated films, one of which is an interactive film.

Credited in: Interactive Film: CHOICES, This is NOT ME: Talking Bodies, This is NOT ME: The Voice

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## **Volunteering & Projects**

JULY 2025 - PRESENT,  
PHYSICAL, SINGAPORE

### **Happiness Initiative | Well-Being Circles Mentor and Lead Facilitator**

- Guiding a team of 4 leaders to support well-being circles for upcoming Wave 12 in April 2026
- Co-facilitated a group of 9 individuals through guided conversations and shared experiences, participants to forge meaningful friendships while learning simple, evidence-based skills to navigate life with greater clarity and intention.

FEBRUARY 2025 - SEPTEMBER  
2025  
PHYSICAL, SINGAPORE

### **Echoes of the Bay | Project Lead and Facilitator**

- Led a team of 5 into managing and shaping the project.
- Liaised with diverse community individuals on the collection of the community's stories
- Facilitated VR sessions with members of the community into creating their virtual boats.
- Exhibited this project with a total of more than 60 stories at the Singapore Night Festival 2025, and the Singapore Design Week 2025, attracting a total of close to 500 visitors
- Presented this Project, at Metropolitan University at Osaka, Japan, on 7th October 2025, and co-presented at the Digital Storytelling Conference at Brazil on 31st October 2025.

JUNE 2024 - DECEMBER 2024  
HYBRID, SINGAPORE

### **Crafting Future, Trading Places | Ideation and Partnerships Lead**

- Planned and coordinated workshops for a total of more than 30 seniors and youths to co-develop- co-ideate and rehearse for the final showcase for the pillars of fashion and music
- Ideated and planned for the final showcase performance rundown, with considerations to budgeting and space constraints
- Conducted full technical rehearsal, production managed, and chinese hosted for the intergenerational music showcase, in which we had close to 50 senior and youth audiences in attendance.
- Created and developed of Workshop summary, Behind-The-Scenes and Final Showcase highlight videos

APRIL 2024  
ONSITE, SINGAPORE

### **Heritage Activation Node | Heritage Champion | Volunteer**

- Aid in programme management for "Cooking Workshop - Chicken Debal" at Eurasian Association and "The Little Singapore Book and Katong's Past" at City Room Book.
- Photography documentation of the events

AUGUST 2023 -  
FEBRUARY 2024  
ONSITE, SINGAPORE

### **Rock-and-Indie Music Festival (RIF) 2024 | Media Team Head**

- Spearheaded the photography and videography marketing materials leading up for the event
- Ran the creative ideation for the photoshoots and the videography planning
- Edited photos and videos for social media postings
- Main liaison to photographers and videographers for the event

NOVEMBER 2018 -  
MARCH 2019  
ONSITE, SINGAPORE

### **Media, Arts and Design (MAD) Show 2019 | Student Chairperson**

- Led a team of nine in establishing the inaugural Media, Arts and Design Show 2019 by facilitating the combination of all nine media and design courses in Singapore polytechnic in this graduation exhibition show.
- My responsibilities included curating and organizing the exhibition layout and showcase rundown under the guidance of the Supervising Lecturer.

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## **Skills**

### **LANGUAGE**

Full Professional Proficiency: English, Mandarin, Elementary Proficiency: Cantonese

### **LEADERSHIP & SPEECH**

Project Management, Presentation Skills, Facilitation

### **WRITING**

Copywriting, Report Writing

### **TECHNICAL**

Photography, Video Production, Canva, Capcut, Adobe Creative Suite, Microsoft Application