



Chia Mun Yee Minerva

BA(Hons) Arts
Management Graduate

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For full profile and collaterals

📄  Spatial Design Portfolio
2019 - 2022

About

To me, creative work is the product of collaboration blended with sensitivity and innovative thinking. My goal is to utilise my design and cultural knowledge to make a meaningful impact in the local and global industry. I find fulfilment in detailed work through paintings and handmade crafts as personal pursuits.

I am committed to broadening my skills in heritage conservation and visual art to navigate and respond to the evolving art scene.

Education

BA(Hons) in Arts Management

LASALLE College of the Arts
Aug 2023 - Present

Diploma in Spatial Design

Nanyang Polytechnic
Apr 2019 - Apr 2022

GCE 'O' Level Certificate

Yuan Ching Secondary School
Concert Band Executive Committee
Jan 2015 - Oct 2018

Skills

Adobe

Photoshop, Premiere Pro, InDesign,
Lightroom, Media Encoder

Autodesk

AutoCAD, 3Ds Max, Revit

Microsoft & Google

Word, PowerPoint, Excel

Sketchup, Enscape, Coohom, Canva

Languages

Fluent English, Chinese

Work Experience

Family Office For Art (FOFA) Jun 2025 - Oct 2025

Social Media and Programmes Intern

- Managed and produced on-site social media and marketing content for Artist's Proof: Singapore at 60 (AP60), driving a 20% increase in Instagram followers and 30% growth in post viewership (avg. 14K views per post).
- Designed promotional materials and facilitated on-site programmes for diverse audiences.

ARTARY Mar 2022 - May 2024

Children's Fine Art Teacher

- Teaching fine art techniques and art knowledge using various media and materials to classes ranging from preschool to youth.
- Communicating with parents and working as a team.

Projects

Wear It, Share It (WISI) Oct 2025 - Feb 2026

Marketing Lead, Venue Facilitator

- Planned marketing strategy, created promotional materials, and wrote copy for WISI's social media and collateral.
- Supported the *Pawprint* installation and a clothes swap/donation drive, engaging 130 participants and collecting 55 kg of clothing for the Red Cross Singapore.

LTA x LASALLE Industry Project Oct 2024 - Apr 2025

Research Analytic and Report Writer

- Developed a curatorial research portfolio to support commissioning processes for LTA's Art in Transit (AiT).
- Conducted a [comprehensive survey](#) on previously commissioned artists, created a [database](#) of shortlisted artist candidates, and produced a comparative international and local case study analysis.
- Conducted a focus group discussion with industry community managers, organisers and producers.

LASALLE Rock & Indie Festival Oct 2024 - Feb 2025

Marketing Designer and Front of House

- Planned and produced physical and digital promotional collaterals, including the festival main poster, reaching 6,000 Instagram accounts and festival attendance of 1,600.
- Oversaw production of on-site promotional material for the roving festival mascot, ensuring safety and efficiency.

Volunteer Experience

Singapore Writers Festival (AHL) Nov 2023

Front of House Registration

Record-keeping and management of VIP, speaker, writer and guest registration on the logistics Excel sheet.

Achievements

Director's List - 2019/2020

Edusave Award for Achievement, Good Leadership and Service (EAGLES)

Outstanding performance in CCA (Colours Award)