



CV

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Singapore

Emma Chong Ai Chzer

Emma Chong is the founder of Studio Luna, a Singapore-based creative studio specializing in nature-inspired workshops, illustration, and visual storytelling. Since 2016, she has led workshops and creative experiences that emphasized on mental well-being through reflective observational drawing and painting, collaborating with brands such as Cartier and Bulgari. A Tan Chay Bing Scholar (AY2024–2026) and Singapore representative at the ASEAN-India Artists Camp 2025, her fine art practice explores womanhood and domestic narratives through folklore and botanical imagery.

She is expected to graduate in May 2026 with a BA (Hons) in Fine Arts.

EDUCATION

2023 – expected graduation 2026
BA (HONS) in Fine Arts
LASALLE College of the Arts,
Singapore. Goldsmiths, University
of London, UK.

2010 - 2013
Diploma with Distinction in Fine
Arts (Printmaking)
Nanyang Academy of Fine Arts
(NAFA) Singapore.

ART & CREATIVE PRACTICE

- Traditional and contemporary art techniques
- Visual storytelling and conceptual development
- Stop-motion animation
- Video production and editing
- Digital content creation
- Floral arrangement

SOFTWARES

Adobe Illustrator
Adobe Photoshop
Adobe Premiere Pro
Adobe In-design
Adobe Animate
Procreate

PROFESSIONAL SKILLS

- Bilingual art teaching (English & Mandarin)
- Workshop design and facilitation
- Project management
- Social media marketing

AWARDS

2024, 2025 & 2026
Tan Chay Bing Scholarship (BA (Hons) Fine Arts / Year 2 & 3)

2012/2013
NAFA Scholarship (Diploma in Fine Arts Printmaking)

2011/2012
NAFA Scholarship (Diploma in Fine Arts Printmaking)

2010/2011
NAFA ASEAN grant for Diploma Studies

**SELECTED
GROUP
EXHIBITIONS**

2026 - International Visual Arts & Design Exhibition, Bunditpatanasilpa Institute of Fine Arts, at College of Dramatic Arts, Salaya, Thailand.

- Unfolding Matters, Praxis and Project Space, Institute of Contemporary Arts, LASALLE College of the Arts, Singapore.

2025 - Echoes of Ramayana: Artistic journeys across ASEAN and India. ASEAN-India Artists Camp Exhibition, a travelling exhibition in Shillong, New Delhi and Malaysia.

- Crumbs: The Residue of an Artistic Journey, Alliance Francaise de Singapour.

2024 - In The Aether, Galerie 5, 50 Craig Road, Singapore.

- It's About Time, One Night Only, LASALLE Winstedt Campus, 9 Winstedt Rd, Singapore.

- Printmaking Network Exhibition @ Drawing Etc. Creative Space, 62A Arab St, Singapore.

2023 - Everything In Between @ B1-10A, LASALLE College of the Arts, Singapore.

2019 - "Home(work)", National Design Centre, Singapore

2017 - "Your body is your victory" 25th Breast Cancer Awareness Campaign Exhibition, multiple event spaces: Chijmes, The tube @ Orchard Gateway, Wisma Atria, Chinatown Point, Ion Orchard & Capitol Plaza.

2013 - If Not Now, When?, NAFA Galleries 1 & 2, Nanyang Academy of Fine Arts, Singapore

2012 - CMYKulture, Lim Hak Tai Gallery, Nanyang Academy of Fine Arts, Singapore

**EMPLOYMENT
HISTORY**

Studio Luna / Founder & Visual Artist

2016 – Present

- Lead all aspects of a creative business, from artistic direction to daily operations.
- Curated and conducted customised workshop experiences for local and international companies and marketing campaign branding events.
- Curated and conducted Studio Luna's bespoke customised workshop experiences and collaborated with local creative studios on thematic workshop experiences.
- Conceptualize and execute bespoke illustrations for local and international companies. Clients include but not limited to publisher, hotels, tea brand, fashion and luxury brands.
- Manage client collaborations and deliver tailored creative solutions.
- Planned, produce and launched art video tutorials, marketing campaign visuals and digital contents for Studio Luna's social media platforms.
- Planned and produce creative digital contents for client's social media campaigns.

Singapore Art Museum (SAM) / Digital Content Intern

May 2025 - August 2025

- Conceptualised, researched and produced high-quality branded content pieces (short-form videos, social media posts) within three months for SAM branding, exhibitions and programmes, working closely with the team for content revision.
- Supported campaign ideation, social scheduling, content publishing across Instagram, Facebook, TikTok and X.
- Led branding and marketing efforts for the soft launch and opening of SIP at SAM cafe, working closely with in-house designer on logo, signage and packaging design. Planning and working closely with photographer on food styling.
- Worked closely with Director of Marketing Communications to execute cafe marketing campaign and coordinated a KOL engagement campaign that attracted 23 KOLs and generated 54 social media shares from Instagram accounts between June and July.

Elsie's Kitchen Catering Services Pte Ltd / Creative Consultant

Mar 2015 – Dec 2016

- Planned and customized thematic event setups for weddings, corporate functions, and festive events.
- Designed, maintain and managed event props, including procurement and inventory oversight.
- Worked with marketing department to create promotional materials and conduct staff trainings on event execution.
- Developed sustainable décor solutions, including artificial and fresh floral arrangements suitable for planned thematic event setups.

Charles & Keith Singapore

Nov 2014 – Jan 2015 / Media Artist (Project-Based)

Oct 2013 – Nov 2014 / Visual Merchandising Assistant

- Produced video presentations for seasonal launches and retail displays.
- Designed and created visual merchandising guidelines and display videos for international teams.
- Led photography, video shoots, editing, and image processing.
- Assisted in designing seasonal props and decals for store windows.

SELECTED PROJECTS & COLLABORATIONS

- 2026** - Curated and conducted Chinese Paper Cutting Workshop @ Peranakan Museum.
- Live portrait illustration for P&G beauty, Singapore.
- 2025** - Art assistant for artist Dahlia Osman (AISS) at Pei Tong Primary School.
- Curated and conducted workshops for Cartier at Pangium, Botanic Gardens.
- Creative social media content for Hendrick's Gin marketing campaign (2023-2025).
- 2024** - Art assistant for artist Dahlia Osman (AISS) at Anchor Green & Pei Tong Primary Schools (Wall murals painting, papermaking and silkscreen printing).
- Curated and conducted workshops for Cartier, BVLGARI, Drawing Etc. Creative Space and ChalkNPencils Art Studio in Singapore.
- Printmaking workshop assistant for Singapore Art Museum x Drama Box.
- Cover design for JOM magazine (Issue No. 2), original watercolour artwork.
- 2023** - Lantern Kingdom Mid-Autumn Festival workshop collaboration at Studio Luna.
- Scarf design for NUS Yong Loo Lin School of Medicine.
- 2022** - Live painting and customisation for Victoria's Secret fragrance launch.
- 2021** - Collaboration with Design Intervention for grand piano painting commission.
- Custom marquage for BVLGARI's Mother's Day activation.
- 2020** - Portrait illustration and playing cards design for Louis Vuitton.
- Live painting for Hermes fragrance launch.
- 2019** - Live portrait illustration for Christian Louboutin and Burberry Beauty events.
- On-site fragrance bottle design for AERIN Beauty.
- 2018** - Custom illustration for M.A.C and The History of Whoo events.
- Watercolour illustrations commissioned by SHEWEDS, Sheraton Towers.
- 2017** - Live illustration for Salvatore Ferragamo.
- Completed courses in Social Media Marketing and American Floral Design.
- 2013** - Emcee for "If not now, When?" exhibition and Chinese interpreter for art dialogues at NAFA, and a design committee member for CMYKulture exhibition at NAFA.