

Glenda Choi

Multidisciplinary Designer with Experience in Product Design, Graphic and Branding

About

A highly motivated individual with a diverse experience across design, marketing, branding, and media industries. With a diploma in Media and Communications and a Bachelor of Arts in Product Design, I bring a unique blend of creativity and strategic thinking to every project. Passionate about exploring innovative ideas and crafting compelling solutions.

Education

AUG 2023 – AUG 2026
Lasalle College of the Arts
Bachelor's Degree – Product Design

APR 2019 – APR 2022
Singapore Polytechnic
Diploma – Media and Communications

JAN 2015 – DEC 2018
CHIJ St Nicholas Girls' School
O'Level

Language Proficiency

Fluent in English & Chinese

Hard Skills

Adobe Illustrator
Adobe Photoshop
Adobe XD/Figma
Adobe InDesign
Adobe Premiere Pro
Rhino3D
Keyshot
3D Printing/ Prototyping

Marketing Management
Business Operations
Web Design
Logo Design
Multi Media Storytelling
Corporate Video Production

Design Achievements

SEP 2024
CREATIVE Technology
Visionary Design Achievement

Awarded for exceptional creativity, forward-thinking in design, setting new standards and inspiring future advancements.

FEB 2025
Genesis 19
Exhibited in Matter Matters, Brother Joseph McNally Gallery, LASALLE College of the Arts

Curated stool piece examining materiality and structural balance.

SEP 2025
Mire Lounge
Exhibited in Future Form, Singapore Design Week 2025; shortlisted as one of three designs for 1:1 scale prototyping (not executed due to time constraints)

Biomimicry-inspired lounge chair exploring dystopian comfort, control, and future wellness spaces.

Cocurricular

JAN 2021
Singapore Polytechnic – MAD Freshmen Orientation Camp
Organising Committee (Camp Chief)

Led the 2021 Freshmen Orientation Camp as Camp Chief, managing a diverse team of organising committees and helpers. Oversaw planning and execution to deliver an engaging experience for hundreds of participants.

Extracurricular

AUG 2019 – present
Freelance
Branding Designer

Collaborated with companies to create visual concepts and designs that align with their brand identity. Design work included — logos, packaging, promotional materials and menus.

MAY 2021 – DEC 2023
Freelance
Production & Art Direction
Assistant

Organised and managed logistics for creative projects, ensuring smooth execution from planning to completion. Designed visually compelling sets and materials.