

CHARLOTTE LIEW

CONTACT

+65 85867080
charlotteliewkalin@gmail.com
<https://charlotteliewkalin.carrd.co/>
Singapore

SKILLS

Illustration
Creative Writing
Critical Thinking
Photography
Image & Video Manipulation
Garment Making
Adobe Proficiency (Photoshop, Illustrator, After Effects, Premiere Pro)
Graphic Design
Google Software (Slides, Docs, Forms)
Embroidery Machine Operation
Copywriting
Social Media Marketing

EDUCATION

LASALLE College of The Arts

3rd Year Student in Diploma in Creative Direction For Fashion

2023-2026

Studying Creative Direction For Fashion Diploma

Hai Sing Catholic School

2019-2022

Studied Literature, Physics, History, and languages.

SUMMARY

As a creative and second-year student in Creative Direction for Fashion, I am most interested in exploring the emotion created behind graphic design and its deeper messages.

My skill set mainly includes proficiency in Adobe software like Photoshop, Illustrator, After Effects, and Premiere Pro. Through my experiences, I have gained skills in managing projects in a team, pitching and presentation, and balancing ideas to create a cohesive outcome with my team.

EXPERTISE

Graphic Design

Proficient at creating posters, instagram layouts, direct email marketing layouts, website mockups, reel-type format videos. As well as extensive experience in producing zines for multiple projects.

Capable of matching a brand's house aesthetic and looks in order to achieve visuals that fit into the already pre-established identities while respecting the briefs provided.

WORK EXPERIENCE

Studio Assistant

2025

Shepha Embroidery Studio

Interned at Shepha Embroidery Studio for four months to help with daily tasks like communicating with clients, operating industrial embroidery machines, and digitalisation using the software Hatch. Also tasked with helping with the marketing and branding for the company.

Helped with events at local brands like Bedtribe, Good Addition, Esse, Tangs, and Align Swim for their live events in collaboration with Shepha Embroidery. Tasks included helping with on the spot pieces and forming orders as well as taking new ones from customers.

Creative Writing

2024-present

Atelier Arcadia

Currently working with Atelier Arcadia publishing as a writer. Mainly focused on publishing a short collaborative anthology that features multiple authors. The work is interested in the retelling of Asian myths with a modern twist.

Illustration

2020-present

Freelancing

Specialising in the digital illustration of characters for clients on a freelance basis. Pieces range from character concepts, sketches, designs, and prints.

Mainly worked with clients to achieve their desired outcome and concepts for specific characters for the purpose of story and ideation.

Tea Barista

2022-2023

Liho, Royal T Group

Responsibilities included handling point-of-sale system and working with the standard operation procedures provided as well as maintaining the cleanliness and upkeep of the store's outlook and interior. Tasked with working efficiently in a team to create an environment to better serve customers.