

# HELLO!, i'M JOHANNA RALA

A creative seeking to capture thought provoking concepts through my work.

I aim to create and capture the mundane life experiences that often go unnoticed making it a visual narrative that makes you think deeper of the everyday, mundane life.



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## EDUCATION

Diploma in Design For Communication and Experiences  
Lasalle College of the Arts Singapore

2023 - Current

Diploma in Visual Communication  
Institute of Technical Education

2021 - 2023

GCSE NT Certificate  
Saint Anthony's Canossian Secondary School

2016 - 2020

## WORK EXPERIENCE

### PXT EQUITY

Brand Intern

July 2025 - December 2025

- Supported the development and implementation of brand strategy across projects within the portfolio.
- Maintained brand consistency by applying brand guidelines across digital platforms and communications.
- Assisted in creating and managing content for key channels, including web and social media.

### GO SPORTS LLP

Retail Sales Assistant

April 2024 - June 2025

- Actively ensuring good customer service through providing care and attention to their needs.
- Entrusted with guiding new staff through work training, demonstrating reliability and trust.

### CANDY EMPIRE

Retail Assistant and Cashier

April 2023 - July 2023

- Assisted in stock replenishment while working in a fast paced environment.
- Tasked with Opening and Closing duties displaying responsibility.

### HONG DA PTE LTD: MOOMOOKOW

Graphic Design Intern

October 2022 - December 2023

- Provided Graphic Design skills developing social media posts
- Tasked with product photoshoots and photo editing.

## ACHIEVEMENTS

2024

- Dyslexia Association Singapore "Beautifully Different" Photography Competition Achieved First Runner Up
- Participated in the Lasalle Graphic Notion Exhibition "Drawing Music"
- Participated in the Paris Collage Collective
- Participated in the Taipei Artbook Fair (under the guidance of Prypress)