

nguyen le hong minh.

(or lena :O)

portfolio

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experience.

PROTOCOL (Jun – Sep 2025)

Junior Art Director (Intern)

- Co-led the art direction for Perennial Malls' Singapore Night Festival and Main Street Commissioner's Once Upon A Singapore Exhibition.
- Co-designed SDIC 2025 OOH campaign.
- Designed always-on content for various brands, notably Meiji Singapore, Capitol Singapore and Downtown Gallery.
- Worked on art direction for shoots.
- Supported the team on pitches (art direction).

Form_Flux_Futures (Dec 2024)

Social Media Manager

- Planned content for the LASALLE Design Communication Instagram page, resulting in a 300% increase in peak engagement compared to the average.
- Captured and updated events in real time for social media.

Singapore Design Week – "Typography As Muse" (Oct 2024)

Gallery Sitter

- Managed an average of 40+ visitors per day, 100+ visitors on peak days.
- Engaged efficiently with visitors, attended to questions about design pieces and provided contexts.

STAKEOUT (Jun–Jul 2024)

Social Media Intern

- Initiated, co-planned and designed STAKEOUT's 3rd Anniversary campaign, including posters and graphic assets.
- Brainstormed, filmed and edited 5 projects for STAKEOUT's Tiktok and Instagram, averaging 8,000 views and 130+ likes per post.

awards.

Future Leader Scholarship

AY23.24 LASALLE College of the Arts

LASALLE Scholarship

AY25.26 LASALLE College of the Arts

LASALLE x POSTCARD Competition 2025

Finalist

education.

LASALLE College of the Arts

Diploma in Design Communications and Experiences (AY23.26)