



TIEW FANG KEE

Social Designer / Creative

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Portfolio

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About me

Hi! I am a designer engaged in human-centric design practices for environmental advocacy and social impact :))

I am experienced in working with people in communities to translate complex issues into engaging and practical solutions that resonates.

Skills

#Graphic Design

#Programme Design

#Branding

#Content Creation

#Illustration

#Service Design

#Calligraphy

#UI/UX

#Poster Design

#Photography

#Image Manipulation

#Video Editing

I can also...

- Devise new research methods and metrics
- Frame narratives and storytelling
- Co-design and facilitate communities :)
- Experienced in ethnographic research and participatory research

Education

2024 – 2026

BA (Hons) Design for Social Futures

SALALLE College of the Arts / University of the Arts Singapore

2018 – 2021

Diploma in Visual Communication & Media Design

Media, Arts & Design School, Singapore Polytechnic

2014 – 2017

'O'rdinary Levels

Chung Cheng High School (Yishun)

Experiences

Tengah General and Community Hospital (Jun–Jul 2025)

Intern (Design research, service and spatial design)

- Supported the early planning and design ideation for a community-focused space in the hospital
- Researched on service needs of both clinical and community stakeholders to create various user journey maps – including patients, caregivers, volunteers and staff
- Translating research insights to design flexible spatial zoning layouts and functional spatial concepts
- Engage with multiple stakeholders and synthesising feedback

MYT F&B Holdings (Oct 23–Jan 2024)

Brand Marketing and Design Intern

- Proposed and executed brand promotion strategies to boost engagement and visibility online and offline
- Created digital content for social media marketing
- Conducted research and analysis of marketing campaigns
- Organised and maintained design and marketing assets to ensure alignment with branding with external designer
- Provided customer service support to enhance user experience and brand trust

Yakiniku Shokudo (Sep 22–Sep 2023)(Jul 24–Feb 2026)

Part-time Server

- Developed strong interpersonal and communication skills from delivering attentive, guest-focused service in a fast-paced environment
- Strengthened problem-solving and conflict management abilities while maintaining professionalism.
- Maintaining a high level of organisation, precision and efficiency to ensure quality of food and service delivered.

Softwares

Adobe Creative Suite
Photoshop, Illustrator, XD,
Premiere Pro, Indesign,
Lightroom, After Effects

Microsoft Office 365
Word, Excel, Powerpoint

Canva
Procreate
Blender
Figma
Gephi

Experiences

Hi-Ace Packaging (Apr–Jul 2022)

Graphic Designer Assistant

- Design and prepare print-ready artworks (FA) for production across various formats
- Liaise with the sales team and other departments to ensure timely artwork approval and production
- Designed in-house marketing collaterals and for corporate events
- Provided administrative support through systematic filing and organisation of artwork archives

McDonald's (2016 – 2022)

Crew Leader (Oct 20–Aug 2021)

Barista Leader (Sep 21–May 2022)

- Assisted manager to manage team to fulfill orders promptly while maintaining order timings, inventory, cleanliness and staff well-being.

Orient Design (Mar–Jun 2020)

Design Intern

- Conducted in-depth research to support rebranding, repackaging, and redesign efforts for various clients
- Contributed to concept development and logo design for brands such as New Peng Hiang, SeikoWall
- Designed food product packaging in collaboration with teammates for brands including LG Foods, Long Ma, and Shinkozo Enzyme.

Achievements

Crowbar Awards 2021 - Gold Award

in Illustration & Graphic Design

Crowbar Awards 2021 - Silver Award

in Design

ED Ranks Awards 2022 - Silver Award

Academic Affirmation Award 2018 - Principal's List

by Chung Cheng High School Yishun

Community Engagement and Volunteering (~400h)

Volunteer (Plastify)

- Recycle plastic waste into reusable products.
- Facilitated educational workshops

Volunteer (Mono Foods)

- Support operations at Mono's shop space.
- Educate customers about food waste and promote sustainability.

Community Morning Exercise – ToGather Design Lab Initiative

- Planned and facilitated weekly morning exercises for nine months with senior residents in the Yishun community
- Empower seniors to take ownership of their health and be self-sufficient as a group without external facilitation

Community Ping Pong Event – NLB Library Initiative

- Planned and facilitated a unique community ping pong event for elderly uncles with teammates in public library space
- Collaborated with three senior players to co-design the session through a series of ethnographic research, interviews and conversations
- Designed one-of-a-kind paddles and ping pong balls to increase the challenge and level of enjoyment for the event