

YOONJAE CHO

Communication Designer · Brand & Mobile Interfaces · Speculative Design

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SUMMARY

Communication designer specializing in phygital brand experiences, mobile interfaces, and speculative design practice. I build systems that pair minimalist visual language with critical reflection on how technology shapes everyday wellbeing. Graduating from LASALLE College of the Arts, August 2026.

EXPERIENCE

Intern Graphic Designer · Maya Strategic Management Pte. Ltd. *May 2025 – Aug 2025*

Full-time, Singapore

- Shipped 30+ on-brand graphic assets across social, print, and digital touchpoints, supporting the studio's cohesive visual identity rollout.
- Collaborated directly with senior designers and copywriters on live client work — translating creative briefs into presentation-ready deliverables under tight deadlines.

FEATURED PROJECTS

Yat Ka Yan — UX & Visual Design · LASALLE × IBM Live Project *2025*

- An example of this is a friction point that was identified as the poor menu recommendations during conducted user research where the owner of a heritage Chinese dessert shop in Singapore undertook the task of mapping the customer journey and identifying ineffective menu recommendations as the friction point.
- Planned in-store marketing poster boards (including menu-of-the-month and signature dishes features) that not only steered customer selection, but also the heritage brand image of the shop.
- Offered a visual system which enhanced the sales potential and made communications far more modern without removing the craft of the client.

The Beauty of Emptiness — Concept Photography Series · Self-directed Editorial Project *2025*

- Designed and shot a series of photographs based on the animated film Nana, translating the emotional landscape of separation - grief, emptiness and quiet defiance - into a still unsettling visual space.
- Directed the entire creative process, including art direction, lighting design, to styling and post-production, with a cool-toned palette and controlled lighting to capture the emotional vulnerability through the controlled presence of the model.

CHOCOCO — Heritage Chocolate Brand Identity · Branding Design *2024*

- Came up with a full brand identity of a conceptual high end chocolate label, whose theme centers around a fictional 1975 heritage story to create a sense of craftsmanship, trust and eternal quality.
- Invented a visual system pegged on a muted wax-red palette (#8B0000) and a motif of a wax seal, combining classic and contemporary elements to position the chocolates as luxurious, presentable chocolates and not as everyday sweets.

SKILLS & TOOLS

Disciplines Branding & Visual Identity · Mobile & Web UI · Editorial Design · Speculative & Critical Design

Software Adobe CS (Illustrator, InDesign, Photoshop, Premiere Pro, Lightroom) · Figma · Procreate

Web & Code HTML · CSS · JavaScript · AI API integration

Methods Research-through-design · Speculative prototyping · Phygital product development

Other Photography (Canon 70D, editorial & lifestyle) · Korean (Native), English (Fluent)

EDUCATION

LASALLE College of the Arts, Singapore · BA (Hons) Communication Design — specializing in mobile UI, brand identity systems, and speculative design. *Aug 2023 – Aug 2026*