

Himdayah

A strategic communicator and designer with a strong passion for creatively spreading the stories of the social service sector. Leveraging my background in lead design and youth education, I aim to **support mental resilience initiatives** through impactful storytelling and community advocacy.

 hidsdesigns.com

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 9028 5946

Education

Lasalle College of the Arts

BA in Design Communications

Expected graduation: 2026

Singapore Polytechnic

Diploma in Visual Communication & Media design

2021

Director's Honour Roll (2018/2019)

Placed on the roll for academic excellence in the Diploma in Visual Communication & Media Design.

Social Impact & Awards

Youth Advocacy (FYP)

Crafted and facilitated three co-design workshops with 15 youth participants to explore perceptions of Singapore's vaping paradox.

Singapore Disability Sports Council

Executed a live social media fundraiser that raised **\$3505**, surpassing the initial goal.

Crowbar Awards (2021)

Won **2x Silver** and **1x Bronze** for Fin by Boat brand identity project.

Skills, Languages & Interests

Technical Skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma, SketchUp, Blender, HTML/CSS, Microsoft Office Suite.

Soft Skills

Co-design facilitation, project management, brand strategy, youth engagement.

Languages

English (Fluent) and Malay (Conversational).

Interests & Resilience

Active pursuits: Practitioner of Kyokushin karate (discipline), pole dancing (creative strength) and skating (persistence).

Professional Design Experience

APT811 Design & Innovation Agency

Lead Graphic Designer

2021-2024 (Previously Creative Intern, 2020)

- **Ministry of Education (MOE)**
Directed the design for Special Education Needs training guides, prioritising clarity and accessibility for educators.
- **Singapore Polytechnic (SP)**
Led a team of four to execute the 2024 Open House campaign, managing the full visual identity across digital platforms and environmental graphics.
- **Community advocacy**
Developed custom illustrations for the NLB "Kids Read" program and structured layouts for the SP Annual Report to improve engagement and readability.

Thinkroom.SG

Design Educator

2023

- Facilitated design thinking workshops at Pei Hua Secondary School, training students in problem-solving and innovative thinking.
- Designed custom educational tools, such as learning cards, to enhance engagement for young learners.

Current Industry Practicum

Mighty Jaxx

Creative Intern

June-Oct 2025

- Developed visual storytelling concepts for One Piece 10th anniversary campaign, translating ideas into engaging experiences for diverse audiences.
- Integrated AI-assisted tools and SketchUp for rapid prototyping of retail environments.
- Adapted graphics and decals for the Mandai retail activation, translating brand assets into physical retail space formats.

TMRW Singapore

Art Director Intern

May-June 2025

- Led the concept design for the Flojo energy drink rebrand and produced motion graphics for cultural campaigns including Hari Raya Haji and Mother's Day.