

Akshita Goyal

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Education

LASALLE College Of The Arts -
Singapore

BA(Hons) Design Communication
Aug 2023 - Present

Photography project published in Routledge
Works exhibited for Design Communication
Exhibitions

Work Experience

Art Intern, UltraSuperNew

Sep 2025 - Nov 2025

- Designed social media content for Singapore National Youth Council (@nycsg), creating carousels, event graphics, and assets for youth-focused campaigns
- Pitched monthly content concepts informed by social media trends and youth culture, owning ideas from brainstorm to final delivery
- Planned, filmed, and edited an interview video series

Creative Intern, :Teeth

May 2025 - Aug 2025

- Conceptualized and designed social media content for F&N brands
- Ideated campaign concepts and contributed to pitch decks for Guinness and 100PLUS
- Worked on a lifestyle shoot for Resorts World Sentosa across pre-production and on-set execution
- Collaborated with strategists, copywriters, and senior creatives, presenting work to internal teams and clients

Academic Projects

Live Project — P&G (Air Wick)

2025

- Developed a Gen Z-focused sub-brand concept for Air Wick, expanding the line with a candle and aerosol room spray
- Conducted brand research, user interviews, and competitor analysis to shape a sustainability-led positioning
- Designed packaging concepts exploring premium, lifestyle-brand aesthetics
- Presented directly to P&G team members, consulting on packaging strategy, refill behavior, and scent visualization

Skills

Adobe Creative Suite
(Photoshop, Illustrator,
InDesign, Premiere Pro,
After Effects)
Figma
Touch Designer

HTML
CSS
JavaScript
Social Media Marketing
Digital Photography
p5.js

Languages

English - Native
Hindi - Native
Korean - Limited Working Proficiency