

# ETHEL LIM PEI YING

Multidisciplinary Designer



## ABOUT

*Undergraduate at LASALLE College of the Arts  
BA(Hons) Design Communication*

Ethel is a multidisciplinary designer exploring the intersection of design and technology. Her work spans UI/UX, coding, and visual media, focused on crafting clear, intentional, and impactful experiences.

## EDUCATION

**LASALLE College of the Arts**  
BA(Hons) Design Communication  
Aug 2023 - Jul 2026

**Ngee Ann Polytechnic**  
Diploma in Immersive Media & Game Design  
Apr 2019 - May 2022

**Dunearn Secondary School**  
GCE 'O' Levels  
2015 - 2018

## WORK

**TikTok, ByteDance**  
Content Design Intern  
26 May - 22 August 2025

**IronChef Pte. Ltd.**  
Graphic Designer  
1 Aug 2022 - 3 Mar 2023

**Academia Education**  
Graphic Design Intern  
6 September 2021 - 31 July 2022

**RAPPU Handroll Bar & Toku Nori Handroll Bar**  
F&B Server  
2021 - 2026

## LINKS

<https://ethvl.com/>  
<https://www.behance.net/ethellimpeiying>  
<https://www.linkedin.com/in/ethvl/>

## SKILLS

**Design + Research**  
Advertising  
Branding  
Content  
Experiential  
Graphics Design  
Publication & Print  
Packaging  
Photography  
Videography  
UI/UX

**Tools/Software**  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe XD  
Adobe Lightroom  
Adobe After Effects  
Adobe Premiere Pro  
Adobe Acrobat  
Figma  
TouchDesigner

## AWARDS

**Global Design Initiative @ Taipei**  
School Representative  
LASALLE, Shih Chien University, 2026

**Director's List**  
Excellent Academic Performance  
Ngee Ann Polytechnic, 2021

**Best Performance**  
Designing User Experience  
Ngee Ann Polytechnic, 2021

**Best Performance**  
Experiential Design  
Ngee Ann Polytechnic, 2021

## CONTACT

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