

Career Identity

Creative technologist and design innovator interested in the intersection of AI, technology, design, and science. Experienced in UI/UX design, design strategy, creative coding, AI product design, computational design, and interdisciplinary research, with a focus on building human-centred systems and experimental design applications.

Experience

Design Intern

Delitier&Co | June 2025 - August 2025

Worked directly under Founder & CEO Jessie Chong

- **Branding & Creative Collaboration:** Collaborated with senior designers on branding, social media, and content strategy for clients across F&B, healthcare, and other industries.
- **Social Media Design & Analytics:** Designed and managed social media content (static posts, carousels, GIFs, reels) and campaign calendars for brands including CUCKOO and NTUC Youth; analysed monthly KPIs via Meta Business Suite and supported on-site shoots at Marina Bay and CNA media events.
- **Brand Positioning & Product Visualisation:** Supported internationally renowned Chef Justin Quek's social media positioning, investor pitch deck design, and 3D product mockups for product launches.
- **E-commerce Content Production:** Assisted Mustafa's e-commerce launch by photographing and editing ~1,000 products monthly, including post-production, SEO-based labelling, and workflow coordination.
- **Brand Development & Pitch Support:** Contributed to branding ideation, including logo design, naming, taglines, print production, marketing decks, and content strategy proposals for client pitches.
- **AI & Workflow Innovation:** Integrated AI tools and creative computation techniques to enhance workflow efficiency and explore generative design applications.

Design Consultant

Parsons Creative Consulting Club | June 2025 - August 2025

- **Strategic Partnership:** Spearheaded an 8-week pilot consulting project for Town & Country Skateboards to modernise brand positioning while maintaining authentic "skate soul."
- **Market Research:** Conducted deep-dive community research to identify untapped market segments, specifically targeting women skaters, parents, and local high school demographics.
- **Campaign Design:** Developed integrated marketing campaigns and a visual storytelling strategy to increase brand awareness and inclusivity.
- **Operational Strategy:** Designed a year-round social media and event roadmap to transition the shop from a seasonal retailer into a permanent community cultural hub.
- **Design Thinking:** Facilitated the bridge between design-led innovation and business consulting to provide actionable growth solutions for a local small business.

Skills

Design

User Experience / Interaction Design / User Interface / Physical and Digital Prototyping / Visual Design / Wireframing / Low-High Fidelity Mockups / Creative Coding / Computation in Design / Vibe-coding / Tangible User Interface Design

Research

User Interviews / User Testing / Information Architecture / Journey Mapping / Quantitative Analysis / Competitor Analysis / Design Strategy / Research Frameworks - Double Diamond, Action Research, Research through Design

Software

Design & Creative Tools

Figma / TouchDesigner / Adobe Illustrator / Adobe Photoshop / Adobe InDesign / Adobe After Effects / Adobe Premiere Pro / Pacdora / Adobe XD / Blender / AutoDesk Fusion / Spline / ProtoPie / Rive / DaVinci Resolve / Miro / Framer / Cargo / Webflow / Wordpress /

AI / Machine Learning / Computer Vision

TensorFlow / Hugging Face / OpenCV / Benchling / Supabase / Gemini / ChatGPT / Perplexity / Sora / Midjourney / Claude Cursor / Loveable / TRAE / Replit /

Programming & Development

HTML / CSS / JavaScript / Python / p5.js / Three.js / Node.js / Next.js / jQuery / SQL / Git / Arduino / ESP32 /

Visual Design

Poster Design / Branding / Typography / Iconography / Book Design / Book Binding / Web Design / Web Development / UI/UX Design / Projection Mapping / Computer Vision / Creative Coding / Interaction Design /

Other Skills

Rapid Iteration / Cross-functional Collaboration and Communication / Human-Centred Approach / Provide and Solicit feedback / 3D Printing / Laser Cutting / Event Organisation and Leadership / Quick Learner / Photography / Events Coverage / Video Editing / Research and Academic Writing / Physical Computing / AI/ML / Sketching /

Languages

English, Hindi, Bengali and French (Intermediate Fluency)

Education

LASALLE College of the Arts, Singapore

BA (Hons) Design Communication | 2023 – 2026
Degree conferred by Goldsmiths, University of London

- Focus on **computational design, interaction design, and creative technology**. Thesis- *"Designing Tangible and Embodied Interaction to Remediate Technostress."*
- **Leadership** roles include **President of Orientation** (leading a team of 80+) and **Student Ambassador**. Assisted in Events Coverage, Social Media Posting, Volunteering, etc. for internal and external events.

Parsons School of Design, The New School, NYC

BFA Communication Design (Global Exchange)
| January - May 2025

- Chosen as **1 of 2 Communication Design** students in a **16-student global exchange cohort** at The New School.
- Selected for exchange nomination to Parsons School of Design based on **top academic performance among the entire LASALLE bachelor's cohort**.
- Worked with **Ipsos** on a strategic design project exploring *'The Future of Relationships'*, performing stakeholder analysis, value proposition development, and systems mapping to uncover future-facing social opportunities.

MIT Media Lab + Harvard University

How To Grow Almost Anything (HTGAA)
| January - May 2025

- Intensive course in bioengineering, synthetic biology, and bio-design under the Media Arts and Sciences program.
- Special Awards: **Outstanding Student-Robot Artistic Integration; Outstanding Notion Pages** (for depth of research and documentation)
- Final Project- *"Temporal BioArt: Bio-Animation Using Photoreceptive Hybrid ChromoFluoroproteins through Openrons to Create Light Responsive Art."*

Recognition & Research

- **1st Prize** - Build With TRAE, Google x ByteDance Hackathon | **February 2026**
- Research - *"Quantifying the Gaps: A Systematic Taxonomy of Bias and Imbalance in 96 Multilingual AI Benchmarks & Datasets."* Co-Authors: Sankalp Jajee & Vatsalya Soni (Preprint: <https://lnkd.in/e9qSXzOj>) | **February 2025**
- Essay *"Artificial Parasociality: Exploring the Role of Intersubjectivity in Interactions with AI Chatbots"* featured in *Form_Flux_Futures* at National Design Centre, Singapore | **December 2024**
- UCEED All India Rank 403 & NID Prelims All India Rank 384 out of ~15K Students Each (Indian Entrance Exams for Design Colleges) | **February 2023**
- Secured A Grade in Maharashtra Intermediate Art Examination, achieved by <10% of 400,000 test takers. Exam Subjects: Object Drawing (Still Life), Memory Drawing, Design, and Geometry & Lettering | **January 2020**

Teaching & Pro-bono

Graduate Research Teaching Assistant

How To Grow Almost Anything (HTGAA) |
August 2025 - Present

- Involved in research regarding running a cloud lab and artistic integration of lab robot technology using genetically edited fluoroproteins.

Graduate Design Teaching Assistant

How To Grow Almost Anything (HTGAA) |
August 2025 - Present

- Supported branding and design of social media collaterals across course promotion and in-class materials.

Exhibition Design Assistant

Form_Flux_Futures, National Design Centre Singapore |
December 2024

- Assisted in exhibition design and installation, including spatial planning, plinth finishing, artifact organisation, and setup.

Community Workshops Art Facilitator

Art & Craft Activities at NTUC Health Nursing Home and
Passion Arts SG

- Conducted public enrichment art workshops for the elderly, children, and young adults, including lantern making, orizome, and bubble printing.

Freelance

Undertook freelance design projects, including website design, logo development, and brand strategy, building transferable skills in client communication, project management, and end-to-end design delivery.