

Ng Kai Yun

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SUMMARY

Creative designer with a background in design communication, specialising in brand visuals that integrate clarity, usability, and aesthetic appeal.

EDUCATION

Bachelor in Design Communication

LASALLE College of The Arts, Singapore

Graduating in May, 2026

Diploma in Design Communication

LASALLE College of The Arts, Singapore

May, 2024

- Graduate with Distinction
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PROFESSIONAL EXPERIENCE

Design Intern

Procter & Gamble

June 2025 - September 2025

- Supporting the development of visual strategies and design assets across packaging and brand touch points.
- Collaboration with multidisciplinary teams to create consumer-centric designs that enhance brand experience and communication

Brand Experience Design Intern

Johnson & Johnson

July 2023 - October 2023

- Create animation and storyboards for mode of action visualisation for brand science that sells technologies
- Conduct research and design concepts for new product packaging, brand key visuals, and storyboarding.
- Create presentation decks for audits and competitor brand analysis, and conduct market research to support business development in overseas market

Freelance Photographer

Yun Space

May 2022 - December 2024

- Completed over 70 photography sessions to date.
 - Capture memorable moments for clients through portrait and event photography, specialising in wedding ROM ceremonies, birthday celebrations, graduation shoots, and family portraits
 - Manage and grow social media presence on RedNote and Instagram to increase visibility and client reach
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AWARDS & RECOGNITION

D&AD New Blood Award 2024

Issued by D&AD

- Awarded Graphite Pencil for project “The Lost Stroke”

The Crowbar Award 2024

Issued by Association of Advertising & Marketing Singapore (AAMS)

- The Best of Category in Design for project “The Art of Devotion”
- Gold in the Illustration and Graphic Design category for project “The Art of Devotion”
- Gold in the Art Direction and Typography category for project “The Lost Stroke”
- Silver in the Communication, Innovation and Good category for project “The Lost Stroke”

Creative Conscience Award 2024

Issued by Creative Conscience

- Awarded Bronze for project “The Lost Stroke”
- Shortlisted for project “ The Art of Devotion”

VOLUNTEER EXPERIENCE

LASALLE Open House

January 2022

- Volunteering at LASALLE Open House as school ambassador, to guide visitors to explore the campus and learn about the academic programs.

SKILLS

- **Software:** Adobe Creative Suite, Figma, Visual Studio Code, Touch Designer
- **Techniques:** Motion Graphic, Creative Coding, Web Development (HTML/CSS)
- **Other Skills:** Photography, Video Editing, Content Creation

ADDITIONAL INFORMATION

Languages

- Chinese : Native
 - English : Professional working proficiency
 - Malay : Basic Proficiency
 - Hokkien : Fluent
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