

EDUCATION

BA(Hons) Design Communication

LASALLE College of the Arts
2023 - 2026

BA Communication Design

RMIT University, Melbourne
Feb 2025 - June 2025
(Exchange Programme)

Awarded: High Distinction

Diploma in Fashion

LASALLE College of the Arts
2013 - 2016

RECOGNITION / ACCOLADES

AGDA Awards

Design Finalist (2025)

Publication design covering the cultural research project, 'Taniko'.

Melbourne Art Book Fair

Exhibition (2025)

Top 10 Ranked Projects - Design showcase and sale with Sandwich Press at NGV, Melbourne.

Crowbar Awards

Brand Identity and Design Awarded x2 Bronze (2025)

Group project rebranding Samaritans of Singapore, tackling a visual refresh with newly integrated strategies.

OPPO x LASALLE

Photography Competition Honorary Winner (2024)

Photographs rediscovering the fading traditions of Peranakan motifs seen across Singapore.

EXPERIENCE

Creative Designer (Contract)

Siliconplus (Sg)
March 2023 - June 2023

Develop creative concepts across all channels and produce effective designs for branding, print, digital and social communications.

Highlights

- Publication design for GSK
- Brand Identity Design refresh for SBST
- Backlit displays placed around Singapore Sports Hub

Creative Designer

ClimaShield (Sg)
Aug 2022 - Dec 2022

Conceptualise, draft and create graphics for application across various media and omnichannel marketing efforts.

Highlights

- Collateral design for FIND Design Fair Asia 2022

Creative Designer

CTRL+ Creative (Brunei)
June 2021 - Jul 2022

Conceptualise and execute the art direction for branding, packaging, photography, social media and print. Collaborate between marketing, studio, and design teams.

Highlights

- Brand Identity Design for Horizon by Stratus, Sally & Co.
- Social Media Design for Top Nosh, The Melting Pot, Royal Brunei Catering

SKILLS

Design

Art Direction, Brand Identity Design, Conceptualisation, Editorial, HTML/CSS, Illustration, Photomanipulation, Photo-Retouching, Photography, Publication and Print, Slide Decks, Social Media Design, UI/UX, Video-Editing, Web Design

Tools

Adobe Bridge, Illustrator, InDesign, Lightroom, Photoshop, Premiere Pro, Firefly, Figma, Microsoft Office, MidJourney, p5.js, Procreate, TouchDesigner, Visual Studio Code

EXHIBITIONS / COLLABORATIONS

FUN FUN FUN v.1 - 4

Illustration Exhibition (2025)

Group exhibition featured in Singapore Art Week celebrating alternate visual art.

Melbourne Design Week

Group Exhibition (2025)

Design showcase in collaboration with RMIT Vietnam, RMIT Melbourne, and Elisava Barcelona.

Facets of Cognition

Exhibition (2024)

Exhibition displayed at Singapore Art Museum, TPD in collaboration with Andreas Shlegel and Lim-Hazel. Grouped with Carissa Jayanto and Desiree Ow.

EARLY CAREER

Corporate Fashion Designer (In-House)

Aewon (Brunei)
Sep 2020 - June 2021

Design graphics, technical drawings and garments for samples and bulk production.

Highlights

— Project Manager for Baiduri Bank and Shell

Artist/Facilitator

Universal Studios Singapore/ Kamal's Artshop (Sg)
June 2018 - April 2020

Execute illustrations for clients and gallery exhibitions. Facilitate classes and gigs, educating demographics of students on various art forms.

Highlights

— Commissioned artist for Fossil, HUGO Boss, Porsche and SMU

Art Facilitator

ArtStories (Sg)
May 2017 - July 2019

Facilitate groups of people across Singapore on various art and craft forms.

Highlights

— Workshop Facilitator for Hermès, PAssionArts

VOLUNTEERING

Singapore Design Week

Design Ambassador (2024)

Guided visitors through the exhibits, sharing insights about each piece and inviting them to engage interactively.

Singapore Night Fest

Social Media Ambassador (2024)

Collaborate in a team of three, ideating, filming and producing content for IG and Tiktok.