

# Puteri Nabilah

[ppnbar@gmail.com](mailto:ppnbar@gmail.com) | 88911275 | [Linkedin](#)

## Summary

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Creative designer working across branding, digital content, and video production, with experience in developing platform-specific visuals for social media and narrative campaigns. Skilled in translating concepts into engaging, audience-focused content, from thumbnails and social assets to brand systems and spatial applications. Interested in marketing and advertising, with a focus on creating work that is both visually compelling and strategically driven.

## Skills

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- **Software:** Adobe Creative Suite, Figma, Visual Studio Code, TouchDesigner
- **Techniques:** Digital illustration, UI/UX Design, Web Design & Development, Typography, Branding & Visual Identity Design, Wireframing & Prototyping, Digital Marketing Design
- **Additional Skills:** Creative Direction, Photography & Photo Editing, Video Editing & Post-production, Data Visualization, Collaborative Design

## Education

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2024 - 2026

### **Bachelor's (BA) in Design Communication and Experiences**

LASALLE College of the Arts

2021 - 2024

### **Diploma in Design Communication and Experiences**

LASALLE College of the Arts

2019 - 2021

### **Nitec in Visual Communications**

ITE College Central

## Experience

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2025

### **VIDDSEE** – Video Production Intern

- Designed narrative-driven visual assets (e.g. fake text message interfaces, mock websites) for *Case Closed* in collaboration with Central Narcotics Bureau, enhancing realism and audience engagement.
- Created platform-specific thumbnails and social media visuals for YouTube, TikTok, and Instagram, optimising content for attention and click-through.
- Adapted video content into vertical formats (e.g. *Duck It Out*) to improve accessibility and performance on short-form platforms.
- Supported production as an Assistant Producer on projects such as *One Last Call S3*, assisting with on-set coordination and shoot logistics.
- Developed concept decks and presentation materials (*One Last Call S3, Spend or Skip*) to communicate ideas clearly during pre-production.
- Conducted talent scouting and content research, contributing to casting decisions and alignment with campaign direction.

2023

### **FARM Agency** – Design Intern

- Contributed to the development of a brand identity for the Asian Civilisations Museum, creating a cohesive visual system across exhibition touchpoints.
- Iterated on key brand elements (logo, typography, colour, visual assets), refining multiple directions into a unified brand guideline.
- Applied branding across spatial and physical environments, including signage, banners, and wall graphics, ensuring consistency across varied contexts.

2023

### **OCAD University x LASALLE** — Collaborative Exhibition

- Contributed an illustrated panel to a 45-student international project exploring time across a 24-hour cycle, translating a specific moment into a visual narrative.
- Designed within an exquisite corpse framework, ensuring continuity across adjacent panels while maintaining a distinct visual voice.
- Part of a final outcome comprising five large-scale continuous tapestries, demonstrating collaborative and iterative design across geographies.