

Summary

Passionate and versatile graphic designer who specialises in branding. As a natural problem solver and creative thinker, I thrive on challenges and approach each project with a fresh perspective and a keen eye for detail.

Work Experience

Communications Intern - Design

May - August 2025

National University Hospital

- Designed and illustrated print artworks promoting blog sites and health news
- Worked on social media carousels
- Created a logo and edited a short-series video introduction
- Managed numerous large-scale prints for their 40th anniversary collaterals

Junior Graphic Designer

August 2023 - July 2024

Bold Ink Media Ptd Ltd

- Worked on a variety of project scopes - campaigns, prints, and digitals such as social media posts
- Curated multiple short-term online campaigns for sales for various clients
- Handled briefs and client feedback swiftly
- Organised design layouts from magazines to product cards

Freelance Graphic Designer

August - September 2022

Ant Team Social Media Marketing Agency

- Conceptualised and ideated social media content for multiple clients
- Operated DSLR camera for content execution
- Directed photoshoots and videoshoots
- Handled projects from conceptualising to post-editing and publishing
- Utilized Adobe softwares to produce and organize high quality layouts and graphics for digital media
- Image editing and retouching
- Styled multiple clients' food products and marketed them towards different target audiences

Graphic Design Intern

May - August 2022

Education

2024 - 2026

LASALLE College of the Arts | University of the Arts Singapore

Bachelor's Degree in Design Communication

2020 - 2023

Nanyang Polytechnic

Diploma in Visual Communication

2016 - 2019

Hua Yi Secondary School

GCE 'O' Level

Achievements

2022

NYP Director's List

- Led the art direction and management for a team of 7 during NYP's final year project (*overall branding for 7 sub-brands*), with resulting project selected as first by guest client

Hard Skills

Photoshop
Illustrator
After Effects
InDesign
Illustration
Figma

Soft Skills

Leadership
Project Management
Communication
Collaboration
Adaptability
Public Speaking