



Brand & graphic designer based in Singapore, building visual identities for F&B, lifestyle, and fintech brands.

## Experience

### **Ptarmigan Media Singapore Pte.** May 2025 - Oct 2025 (6 Months)

Ptarmigan Media Singapore is the Asia-Pacific branch of a global media agency specialising in financial-services marketing. The company works with banking, investment, and fintech clients to develop data-driven campaigns, digital content, and branding strategies across regional markets.

#### **Creative Design Intern**

- Designed key visuals, infographics, and presentation decks for banking, investment, and fintech clients across APAC markets.
- Translated complex financial concepts into clear, on-brand visual content for social media and digital campaigns.
- Partnered with strategy and marketing teams to maintain visual coherence across multi-market deliverables.
- Built reusable design assets that strengthened brand identity across client touchpoints.

### **Goldmoon SG Pte. Ltd.** Jan 2024 - Jun 2024, Aug 2025 - Present (9 Months)

Goldmoon (Gusto X) is a joint venture company with Yanolja Cloud Pte. Ltd. and BlueBasket Pte. Ltd. The company aims to evolve the F&B industry through technology and a deeper understanding of customers' tastes and preferences.

#### **Graphic Design Intern for Goldmoon** Aug 2025 - Present

- Developed end-to-end brand identities for multiple F&B outlets under the Goldmoon group - logo systems, packaging, signage, and in-store visuals.
- Balanced each outlet's distinct concept with a unified parent-brand design language across the group.
- Worked cross-functionally with marketing and operations to align visual communication with customer experience and brand strategy.

#### **Graphic Design Intern for B FOR BAGEL** Apr 2024 - Jun 2024

- Designed social media content, posters, banners, and packaging that strengthened brand presence across digital and physical touchpoints.
- Produced campaign assets for online marketing initiatives, ensuring consistent tone and visual language.
- Worked alongside the marketing team to uphold brand guidelines and creative direction across all output.

#### **Lead Designer for KK MARKET' POP UP in Marketblue** Mar 2024 - Apr 2024

- Led visual direction and brand identity development for the pop-up store from concept to launch.
- Owned spatial design, graphic design, and product display strategy as a single cohesive customer experience.
- Designed and executed in-store visual elements that drove customer engagement and reinforced brand concept.
- Coordinated with external partners and internal teams to deliver the project on schedule.

#### **Service Position for B FOR BAGEL** Jan 2024 - Mar 2024

- Gained hands-on insight into brand identity and customer experience in a retail setting.
- Strengthened communication and teamwork skills through direct customer service.

## Suhyun Cho

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## Languages

English  
Korean

## Software

Excel  
PowerPoint  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Visual Studio Code  
Figma  
Blender  
Rhino  
Fusion 360  
TouchDesigner  
p5.js  
Procreate  
Premiere Pro  
Photography  
Hand and Digital Sketching

## Education

2023 - Present  
BA(Hons) Design Communication  
LASALLE College of the Arts  
Goldsmiths, University of London

2018 - 2021  
Taewon High school (South Korea)



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### Chueok Fragrances Pte. Ltd.

Oct 2024 - Apr 2026 (19 Months)

CHUEOK FRAGRANCES PTE LTD is a multi-concept company operating Saena, an art academy specializing in entrance exam preparation and hobby art classes, and Chueok Fragrances, a perfume and candle workshop. We strive to merge artistry with craftsmanship, offering creative and sensory experiences that inspire self-expression and appreciation for fine arts.

#### Social Marketing Designer for Chueokfragnances (Handicraft Workshop)

- Built and managed the brand's digital visual presence across social media and online marketing channels.
- Designed branding materials and digital assets that translated the workshop's craft-driven story into a clear visual identity.
- Established design strategies that improved brand visibility and engagement across digital platforms.

#### Junior Teacher for SAENA ACADEMY OF THE ART

- Taught visual arts and design fundamentals to students across a range of skill levels.
- Gave constructive feedback throughout students' creative processes, supporting both technical and conceptual growth.
- Helped plan and run workshops aimed at building creative confidence and original thinking.



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