

## Policy | Communications | Multimedia journalist | Visual Designer | UIUX | Social Media | Public Affairs

With childhood roots in design, I am a multidisciplinary communications professional specialising in visual design, UI/UX, & digital storytelling, with a human-centered approach to corporate communications. I translate complex topics, policy, sustainability, and technology, into clear, accessible narratives across visual, written, and interactive platforms.

### EDUCATION

#### LASALLE COLLEGE OF THE ARTS | DIPLOMA IN DESIGN FOR COMMUNICATION AND EXPERIENCES

GRADE: 78.50%

Aug 2023 - Apr 2026

- Winner for CRUMPLER Bag It Your Way Design Competition
- Top 5 Finalists for HYUNDAI IONIQ 6 X LASALLE Design
- Appointed as EXCO Class Representative twice (2024 - 2025. 2025 - 2026)

#### Ngee Ann Polytechnic | Diploma in Immersive Media

GRADE: 3.5/4.0

Apr 2022 - Jul 2023

- Class Module Representative 2022 (Production Management)
- Class Module Representative 2023 (Design User Experience)
- Event Manager of Rotaract's club, Rotaract Race

### WORK EXPERIENCES

#### FOUNDING UI/UX PRODUCT DESIGNER (EARLY-STAGE, INVESTOR-BACKED EDTECH STARTUP) | KIROKU NOTES

Dec 25 - present

- Led in an early-stage startup environment, from user research and concept development to wireframes, prototypes, and final UI. Designed game UI, interactions, and visual assets to support engagement and learning outcomes within the EdTech platform
- Collaborated closely with founders, engineers, and stakeholders on product strategy, MVP development, and iterative design improvements
- Developed and maintained visual language and UI components to ensure consistency and scalability as the product evolved.

#### RESEARCH & DESIGN ANALYST | MINISTRY OF THE TRADE AND INDUSTRY (MTI)

Sep 25 - Jan 26

- Conducted research and designed employee experience and wellbeing initiatives, including mental health and caregiver support, applying human-centred design principles to inform organizational strategies and policies.
- Assisted in crafting internal communication strategies, enhancing staff engagement, clarity, and usability through UX-informed content and interaction design.
- Contributed to revamping MTI's intranet, improving usability, navigation, and interface design to better support staff workflow and engagement.
- Designed corporate communication materials to support internal messaging, staff engagement, and clarity of policy-related information.
- Conducted research on AI tools and digital solutions to enhance communication workflows, content creation, and internal knowledge sharing.

#### MEET-THE-PeOPLE SESSION CASE WRITER | PEOPLE'S ACTION PARTY (PAP)

Oct 24 - present

- Conducted resident interviews during weekly Meet-the-People Sessions to understand needs, constraints, and pain points, applying empathy and user-centred listening.
- Assisting with resident inquiries and drafting correspondence to relevant agencies, ministries, and statutory boards while working closely with MP to address community needs and facilitate resolutions.
- My experience as a Case Writer has enhanced my ability to empathize with users, communicate effectively with stakeholders, and improve processes, skills that are directly applicable to designing user-centered, intuitive UI/UX solutions.
- Strengthened skills in writing, reporting, and translating complex issues into concise, actionable information, applicable to user-centered content and journalism.

#### COMMUNICATIONS INTERN | PROCTER AND GAMBLE (P&G)

May 25 - Aug 25

- Led internal and external communications initiatives to strengthen employer branding, employee engagement, and talent outreach, applying user-centered messaging strategies
- Executed multi-channel campaigns across social media and digital platforms (LinkedIn, Instagram, internal channels), designing content that highlighted company culture, employee stories, and recruitment touchpoints
- Designed and produced print, digital, and internal communication materials, including recruitment assets, newsletters, and townhall content. Applying visual hierarchy, layout, and accessibility for clarity.

- Analysed social media and communication performance metrics to evaluate content effectiveness, refine strategies, and optimise reach, engagement, and message clarity
- Translated complex corporate and employee narratives into clear, compelling stories, strengthening skills in content design, digital storytelling, and user-focused communication
- Explored alignment between corporate messaging and broader themes such as diversity, inclusion, and responsible business, reinforcing how communication design supports social impact and organisational goals.

## GRAPHIC DESIGN INTERN – INTERNATIONAL RELATIONS & COMMUNICATIONS | SEMBCORP Apr 24 -

- Designed bilingual web layouts for China and Indonesia websites, supporting cross-cultural usability, accessibility, and stakeholder engagement.
- Developed the visual design system for Sembcorp's exhibition booth at Singapore International Water Week (SIWW), translating complex sustainability narratives into clear, engaging spatial and visual experiences for global stakeholders. A key international event attended by utility leaders, city mayors, and Minister for Sustainability and the Environment, Ms. Grace Fu.
- Created visual systems, infographics, and short-form videos to communicate sustainability and financial information with clarity for international and investor audiences.
- Collaborated with branding and communications teams to apply user-centred visual design principles, strengthening trust, consistency, and comprehension across digital and physical touchpoints.
- Strengthened cross-border storytelling and public communications by translating complex global energy topics into engaging visual narratives, skills transferable to journalism, policy writing, and strategic communications.
- Deepened understanding of how visual design supports diplomacy, corporate image, and stakeholder trust, core pillars in international relations and communications.

## SKILLS

### DESIGN & VISUAL COMMUNICATION TOOLS

Figma | Adobe Creative Suite (Illustrator, Photoshop, XD, Premiere Pro, After Effects) | Canva | Capcut | Typography | Color Theory | Grid Systems | Layout & Composition

### DIGITAL & SOCIAL MEDIA SKILLS

Social Media Content Design | Multi-Channel Campaigns | LinkedIn Analytics | Google Analytics | Internal Communication Platforms | Newsletter & Intranet Design

### UX & DESIGN FUNDAMENTALS

User Experience (UX) Design | Human-Centred Design | Interaction Design | Visual Design Fundamentals | Information Architecture | Accessibility (WCAG, inclusive design) | Usability Principles | Design Systems

### USER RESEARCH & CONTENT STRATEGY

User Research | User Interviews | User Journey Mapping | Synthesising User Insights | Storytelling for Digital | Editorial Content Design

### PROGRAMMING & DATA VISUALIZATION

HTML / CSS | JavaScript (basic) | Responsive Design | Component-Based Design | C# | Unity | Github | Python | AR | AI workflows (ComfyUI) | Microsoft PowerBI | Microsoft Excel | Google Analytic | LinkedIn Analytic

### OTHERS

Leadership & Event Management · Agile & Scrum Knowledge · Art Direction · Brand Identity & Corporate Communication · Editorial & Content Storytelling

## AWARDS / ACHIEVEMENTS

### CRUMPLER BAG IT YOUR WAY DESIGN COMPETITION | CRUMPLER

2025

- Only Singaporean winner for this contest
- In collaboration with Crumpler owner David Roper and the Australia team for the ION Orchard showcase and potential sales launch.

### TOP 5 FINALIST FOR HYUNDAI IONIQ 6 X LASALLE CAR DECAL DESIGN CONTEST

2024

#### | HYUNDAI MOTOR GROUP

- Only Singaporean winner for this contest
- In collaboration with Crumpler owner David Roper and the Australia team for the ION Orchard showcase and potential sales launch.

### EDUSAVE CERTIFICATE OF ACADEMIC ACHIEVEMENT | MOE

2023

- Topped 25% in my course.
- Good conduct throughout my education.

### WINNER OF SINGAPORE'S INTERNATIONAL E-WASTE DAY ART COMPETITION

2022

#### | ALBA SINGAPORE

- Selected to share and explain my design concept, which incorporated sustainability messaging and e-waste awareness, to Ms. Amy Khor and the ALBA team.
- My work was exhibited at Lot One Shoppers' Mall to promote responsible e-waste management and inspire community action towards sustainability.

### CERTIFICATE OF ACHIEVEMENT (BRONZE) 13-19 ART CONTEST | IMPART CREATE BUILD, THE BUSINESS TIMES, WOTTLENFT, BUDDING ARTISTS FUND

2021

- In recognition of outstanding achievement for "HIDDEN AWAY" in the canvas category.
- My artwork is exhibited in Orchard Central.

### WINNER OF #THANKYOUHAWKERS ART COMPETITION | NATIONAL HERITAGE BOARD & ROOTS | 3RD PRIZE SCCC1 MID AUTUMN FESTIVAL CELEBRATION MOST CREATIVE AWARD | SCCC1 | SILVER PRIZE S.E.A AQUARIUM ART CONTEST | RESORT WORLD SENTOSA | 2ND PRIZE JUNIOR CATEGORY UOB ART COMPETITION | UOB

2020 -

2015

# LEADERSHIP EXPERIENCES

## EXCO MEMBER | EMPATHY & ENGAGEMENT TASKFORCE

- Lead the planning and execution of social awareness programmes in the newly merged, early-stage Empathy & Engagement Taskforce, including human libraries, experiential activities, and learning journeys
- Drive team collaboration and idea generation, shaping programme strategy and guiding peers to deliver impactful youth engagement initiatives
- Champion the development of inclusive, youth-centered engagement formats, contributing to the taskforce's foundational direction and long-term vision

Jan 26 - present

## HEAD OF PUBLICITY (EXCO) | SINGAPORE YOUTH AI

- Served on the Executive Committee as Head of Publicity, applying user-centred design principles to shape communication strategies that engaged students and young professionals in Singapore's AI ecosystem.
- Led a volunteer team to design and deliver consistent, intuitive communication touchpoints across social media, branding, and event materials, improving audience clarity and engagement.
- Planned and executed multi-channel campaigns informed by audience behaviour and feedback, iterating content structure, visuals, and messaging to enhance usability and reach.
- Translated complex AI concepts into accessible, human-friendly narratives, strengthening information architecture and content usability for non-technical audiences.

Aug 25 - present

## URBAN DESIGN LEAD | SCAPE, SOMERSET BELT

- Programming plans for the redevelopment of the area, with the project targeted for completion by 2027.
- With 30 youth leaders working alongside \*SCAPE, government agencies, and development teams.

May 25 - Oct 25

## ETF REPRESENTATIVE & ENGAGEMENT ACTIVITIES LEAD FOR YCS COMMUNITY FAIR 2025

Jul 25

### | YOUTH CORPS SINGAPORE

- Led engagement touchpoint design as ETF Representative, conceptualising and coordinating interactive activities to improve participant experience and flow at the Youth Corps Singapore Community Fair 2025.
- Collaborated with stakeholders and volunteers to test, iterate, and refine engagement concepts based on audience needs.

Dec 24

## CO-LEADER | YOUTH CORPS SINGAPORE

- Appointed as Co-Lead of Smiles for Miles, where I demonstrated strong leadership in overseeing event planning, coordinating with teams, and ensuring a smooth and impactful execution.

Oct 24

## PROGRAMME LEAD | YOUTH CORPS SINGAPORE

- Appointed to be in-charge of programmes for Youth Corps's Engagement Engages Event.
- Programme development, logistics coordination and team collaboration, hosting in Fort Canning Park.

Aug 24

## CLASS REPRESENTATIVE AY24/25 & AY25/26 | LASALLE

Nov 25

- Appointed to enhance industry engagement, assessing resource effectiveness, strengthening student support, actively contributed to feedback aimed at creating a programme that inspires students to lead and make a lasting impact.

Jun 24

## SINGAPORE INTERNATIONAL WATER WEEK ART DIRECTOR | SEMBCORP

- Led the art direction and design for Sembcorp's showcase booth at (SIWW), spotlighting sustainability on a global stage.
- Collaborated closely with key stakeholders, & invite guest: Minister for Sustainability and the Environment, Ms. Grace Fu, utility leaders, and city officials, to create impactful visuals that championed sustainable solutions and reinforced Sembcorp's commitment to environmental stewardship.

## LEADER REPRESENTATIVE | NP X MAPLETREE HACKATHON

Mar 23

- Led the team of 3 for the study of "People With Visual Disabilities", goals were to create a brand and design an app (P1US)

# CERTIFICATIONS

## ATLASSIAN AGILE PROJECT MANAGEMENT PROFESSIONAL CERTIFICATE | ATLASSIAN

2024

- Jira

## MICROSOFT AZURE FUNDAMENTALS (AZ-900) CERT PREP: 2 AZURE ARCHITECTURE AND SECURITY | LINKEDLN

2024

- Machine learning

## MAPLETREE X NP HACK 2023 | MAPLETREE INVESTMENTS

2023

## HOW TECH DRIVES SUSTAINABILITY | LINKEDLN

2023

- Sustainable Business Strategies, Technology Education

## TECH ON THE GO: ETHICS IN AI | LINKEDLN

2023

- Artificial Intelligence (AI), Computer Ethics

## CERTIFICATE YOUTH ARTIST PROGRAMME | NAFA

2023

- Selected to be NAFA's Young Artist Programme, to be in a class with 20+ students, among the entire cohort, based on my performances in NAFA throughout the years.

# LANGUAGES

## ENGLISH | NATIVE OR BILINGUAL PROFICIENCY



## CHINESE | PROFESSIONAL WORKING PROFICIENCY

(Worked with Sembcorp China &  
Assisted residents in mandarin during the Meet-the-People Sessions)



## INDONESIA BAHASA | LIMITED WORKING PROFICIENCY

(Worked with Sembcorp Indonesia)

