

EDUCATION

LASALLE College of the Arts, Singapore
Graduated with a Diploma in Design for Communication and Experiences *with Distinction*
- *Final Average: 73.68 / 100*
- *Related courses:* Data Visualization, Design Research, Interaction Design, Product Design Fundamentals, Motion Graphics, Animation, Illustration, Visual Communication

Aug 2019 – Aug 2023

EXPERIENCES / FULLTIME

PRACTICE THEORY, Singapore
Graphic Design Intern
- *Design Futures Symposium 2022:* Created a customizable motion graphic template from After Effects Extendscript, generating 9 digital advertising assets, 3 title animation templates, and lots of unselected options in the process. Adapted designs for the speaker's presentation.
- *Singapore Art Week 2023:* Participated in the art direction, graphic design, and mascot design for its visual identity.

Aug 2022 – Oct 2022

THE LAB SAIGON, Vietnam
Junior Graphic Design
- *Love is Hard, HIV Prevention is Easy communication campaign 2021:* Participated in the UI/UX design of the event website as well as graphic design for the collateral assets.
- *Zombie Zoo to PIKOTARO DESU music video:* Participated in the art direction, storyboarding and concept sketches.
- Created social posts, adapted product cards, menu designs, packaging designs, stationery designs for The Lab Saigon's internal FWB brands–Bakes Saigon & Blank Lounge. Participated in pixel illustration, animated mockups for NFT & Web3 projects, visual identity design and direction for brands, events and exhibitions.

July 2021 – Dec 2021

EXPERIENCES / FREELANCE

FORM AND AGENCY EXHIBITION, Singapore
Freelance Website Design & Development
- Developed a custom mechanics and a type tool for the visual identity's designated typeface.
- Designed and developed the website for the exhibition with custom front-end utilizing the typeface's traits: formandagency.net

June 2023 – Sep 2023

| ACCOLADES | | SKILLS | |
|--|----------------------|---|-----------------------|
| SILVER in the Creative Conscience Awards 2023 | Sep 2023 | Website development: - HTML, CSS, Javascript, Typescript, React, Next.js, Tailwind. - Git, command line. - Express, Prisma, PostgreSQL (still learning.) Art/Graphic design technical: - Adobe Creative Suite, Figma, Webflow, Keynote, Microsoft Office/365, Glyphs, Cinema 4D, Blender, p5.js, Three.js. - Book binding, hand drawing, photography. Creative skillsets: - Art direction, visual identity design, advertising design, digital illustration, motion graphics, animation, 3D design. - Responsive UI design, UX testing, wireframing, prototyping. | |
| New Blood x Editor X portfolio competition winner | July 2023 | | |
| D&AD New Blood Yellow Pencil (Duolingo) | July 2022 | | |
| Red Dot: Junior Award | Aug 2021 | | |
| Certificate of Typographic Excellence–TDC67 | Mar 2021 | | |
| LASALLE Scholarship AY 20-21 & 22-23 | Sep 2020 & July 2023 | EXTRACURRICULAR ACTIVITIES | |
| Slanted Magazine, Issue 42 – Books | Oct 2023 | Art x tech residency Totapo, Singapore | Aug 2023 – Sep 2023 |
| | | Google Developer Solution Challenge 2022, Vietnam | Sep 2021 – April 2022 |