

EDUCATION

LASALLE College of the Arts, Singapore

Aug 2019 – Aug 2023

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

EXPERIENCES / FULLTIME

PRACTICE THEORY, Singapore

Aug 2022 – Oct 2022

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.

THE LAB SAIGON, Vietnam

July 2021 – Dec 2021

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.

EXPERIENCES / FREELANCE

FORM AND AGENCY EXHIBITION, Singapore

June 2023 – Sep 2023

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

YEAR-END EVENT OF INTEL PRODUCTS VIETNAM, Vietnam

May 2019 – July 2019

Freelance Illustrator

- Art directed and created background illustration for the company's event stage.

| ACCOLADES | | SKILLS | |
|---|-----------|---|-----------------------|
| SILVER in the Creative Conscience Awards 2023 | Sep 2023 | Website development: | |
| - Awarded to my final year project at LASALLE. | | - HTML, CSS, Javascript, Typescript, React, Next.js, Tailwind. | |
| LASALLE Scholarship AY 22-23 | July 2023 | - Git, command line. | |
| - Awarded to student with strong academic record and leadership qualities at LASALLE. | | - Express, Prisma, PostgreSQL (still learning.) | |
| D&AD New Blood Yellow Pencil (Duolingo) | July 2022 | Art/Graphic design technical: | |
| - Awarded by D&AD New Blood for the entry Duolingo: Non-fungible Efforts. | | - Adobe Creative Suite, Figma, Webflow, Keynote, Microsoft Office/365, Glyphs, Cinema 4D, Blender, p5.js, Three.js. | |
| Red Dot: Junior Award | Aug 2021 | - Book binding, hand drawing, photography. | |
| - Awarded under Red Dot Award: Brand & Communication Design by Red Dot Award in 2021. | | Creative skillsets: | |
| Certificate of Typographic Excellence–TDC67 | Mar 2021 | - Art direction, visual identity design, advertising design, digital illustration, motion graphics, animation, 3D design. | |
| - Awarded in TDC67 by Type Directors Club NYC. | | - Responsive UI design, UX testing, wireframing, prototyping. | |
| LASALLE Scholarship AY 20-21 | Sep 2020 | EXTRACURRICULAR ACTIVITIES | |
| - Awarded to student with strong academic record and leadership qualities at LASALLE. | | Google Developer Solution Challenge 2022, Vietnam | Sep 2021 – April 2022 |
| | | - Participated in the development and UI design team to develop a mobile app for the competition. | |