

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

ACCOLADES		SKILLS	
SILVER in the Creative Conscience Awards 2023	Sep 2023	<div>Website development:</div> <div>- HTML, CSS, Javascript, Typescript, React, Next.js, Tailwind.</div> <div>- Git, command line.</div> <div>- Express, Prisma, PostgreSQL (still learning.)</div> <div>Art/Graphic design technical:</div> <div>- Adobe Creative Suite, Figma, Webflow, Keynote, Microsoft Office/365, Glyphs, Cinema 4D, Blender, p5.js, Three.js.</div> <div>- Book binding, hand drawing, photography.</div> <div>Creative skillsets:</div> <div>- Art direction, visual identity design, advertising design, digital illustration, motion graphics, animation, 3D design.</div> <div>- Responsive UI design, UX testing, wireframing, prototyping.</div>	
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	
FEATURES		Art x tech residency Totapo, Singapore	Aug 2023 – Sep 2023
Slanted Magazine, Issue 42 – Books	Oct 2023	Google Developer Solution Challenge 2022, Vietnam	Sep 2021 – April 2022