

EDUCATION

LASALLE College of the Arts, Singapore

Aug 2019 – Aug 2023

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

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

SILVER in the Creative Conscience Awards 2023

Sep 2023

- Awarded to my final year project at LASALLE.

New Blood x Editor X portfolio competition winner

July 2023

- Awarded to my portfolio website across a number of disciplines.

D&AD New Blood Yellow Pencil (Duolingo)

July 2022

- Awarded by D&AD New Blood for the entry Duolingo: Non-fungible Efforts.

Red Dot: Junior Award

Aug 2021

- Awarded under Red Dot Award: Brand & Communication Design by Red Dot Award in 2021.

Certificate of Typographic Excellence–TDC67

Mar 2021

- Awarded in TDC67 by Type Directors Club NYC.

LASALLE Scholarship AY 20-21 & 22-23

Sep 2020 & July 2023

- Awarded to student with strong academic record and leadership qualities at LASALLE.

FEATURES

Slanted Magazine, Issue 42 – Books

Oct 2023

- Feature my final year project at LASALLE.

SKILLS

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.

EXTRACURRICULAR ACTIVITIES

Art x tech residency Totapo, Singapore

Aug 2023 – Sep 2023

- Participated in a two-week art residency project organized by Feelers and Tusitala.

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.