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Born in Singapore and raised on white rice. I have a never-ending thirst for knowledge and am [willing to dabble in anything at least once](#). Outside of work, I enjoy playing video games and indulging in nerdy tabletop games.

Non-design interests also include fluffy cats and watching giant robots fight in outer space.

Relevant Work Experience

MullenLowe Group Singapore

Art Director
Dec 2019 - Present

Shifted into a more central role for [Unilever Clear](#), part of the global IPG team on all Clear China 2020 campaigns. Other clients include [SUTD](#), [Estée Lauder](#), [Lifebuoy](#) and [Close Up](#).

Digital Designer
Sep 2019 - Oct 2020

Clients include [Harley-Davidson](#), [Lenovo](#), [HSBC](#), and [Millenium Hotels & Resorts](#). I am also involved in pitches to help create and translate ideas to work more effectively in our digital lanscape.

J. Walter Thompson Singapore

Junior Art Director
Jun 2018 - Aug 2019

I work solely within the [Unilever \(Global\) team](#), focusing on [Lux](#) and [Sunsilk](#). I assist with new creative direction for each market, then expand them for local markets by creating a suite of assets and activations to be used on-ground and digital distribution. Some of these markets include Brazil, India, Middle East, China, Vietnam, and Thailand.

Asatsu-DK Singapore

Graphic Designer
Mar '17 - May '18

Clients I worked with include [Shiseido APAC](#), [Poh Heng Jewellery](#), [Greenlam Laminates](#), [Johnson Controls \(Delkor\)](#), and [Amato & Co.](#)

I work on conceptualising and crafting visuals. I also manage most digital aspects of projects that come our way as such social media content, eDMs, and micro-sites.

SCDA Architects Singapore

Graphic Designer
Nov '16 - Feb '17

I worked across 3 different brands in-house here. For [SCDA](#), I prepare submissions for competition entries, presentations for new pitches, as well as work on portfolio books and revised edition of the SCDA Interiors Monograph and Landscape Monograph. I also assist in taking product shots for luxury handbag brand [Iloria](#) as well as prepare marketing and branding collaterals for [Soori Bali](#).

Studio91 London

Graphic Design Intern
Aug '15

I had the opportunity to experience the entire process of a design project - from initial market research and analysis, to brand research, and meeting clients. I got to work on a variety of work like web design, print design, and product design. Clients include [The Rum Runner](#), [Ola Leander](#), and [Tephi London](#).

Commendations

2019

Into the Spotlight - Google Search Words (Lux Arabia)
+ Spikes Asia **Glass** (Award for Change)
+ Spikes Asia **Gold** (Social Behaviour & Cultural Insight)
+ Spikes Asia **Silver** (Acquisition & Retention)

2016

The Novelty of Remembering
+ London College of Communication **Thesis of the Year**

2015

A Visual Comparison of Metro Systems
+ shown in 2thirds show at **Old Truman Brewery**

2013

SYFC Integrated Campaign
+ shown in SP Design School's **Edition 13.7 show**
+ featured in **Edition 13.7**, SP Design School publication
+ featured in **New Blood**, SP Design School publication

2012

Good Memories exhibit
+ part of **The Happiness Machine** in Bugis+, Singapore
+ featured in Singapore's daily newspaper, **联合早报**

Adverganda exhibit

+ part of TSA's **London's Calling, The Exhibition**
+ shown in **London Design Festival 2012**

Skills

Software

Photoshop / Illustrator / InDesign /
Premiere Pro / AfterEffects

Language

English / Mandarin
HTML / CSS

Education

2013-2016

University of the Arts London
[London College of Communication](#)
BA (Hons) Graphic and Media Design

2010-2013

[Singapore Polytechnic, Design School](#)
Diploma in Visual Communication
& Media Design