

EXPERIENCE

NOV 2024 - NOW

FREELANCE ART DIRECTOR (NEW YORK, NY)

POSITION - Art Director

- Collaborated with global and regional agencies including BLKJ (Singapore) and Virtue Worldwide (London) across branding, pitches, and campaign work.
- Led art direction and visual systems for brand identity, social, internal, launch, and digital projects across multiple touchpoints.
- Worked across branding, UI design, and digital experiences, partnering closely with strategists, designers, and producers.
- Developed concepts, decks, and visual frameworks from early ideation through execution.
- Selected Clients: Great Eastern, American Tourister, Singapore Oceanarium, HOKA, Abbott

MARCH 2024 - NOV. 2024

VIRTUE WORLDWIDE APAC (SINGAPORE, SG)

CREATIVE AGENCY POWERED BY VICE MEDIA
BOUTIQUE AGENCY OF THE YEAR SEA 2024

POSITION - Art Director

- Led 360° creative campaigns and pitches for regional clients including Toyota, Under Armour, and Clé de Peau Beauté.
- Developed art directions, visual devices, and concepts for internal campaigns and Toyota's EV launch.
- Created wireframes and pitch frameworks, collaborating closely with producers, creative directors, and strategists.
- Mentored interns as creative lead, shaping learning experiences across departments.

JAN 2021 - JAN 2023

THE SECRET LITTLE AGENCY (SINGAPORE, SG)

CREATIVE AGENCY OF THE YEAR SEA 2021, 2022, 2023
INDEPENDENT AGENCY OF THE YEAR SEA 2021, 2022, 2023, 2024

POSITION - Art Director

- Delivered 360° campaigns across branding, social, and digital for clients including Star Alliance, Decathlon, KFC, Singtel, DBS, POSB, StarHub, and Singapore National Heritage Board.
- Led immersive, gamified social experiences and educational campaigns, collaborating closely with developers and cross-functional teams.
- Designed UI, icons, and interaction systems for digital experiences rooted in cultural storytelling and education.
- Created award-winning campaigns including "We See You Care" (AIC) and "Break the Silver Ceiling", addressing caregiving and age representation.

JUNE 2020 - AUG. 2020

HAYMAKER LOS ANGELES (REMOTE - NEW YORK, NY)

POSITION - Freelance Jr. Art Director

- Supported branding, layout, banner, mockups, and presentation design across pitches and live work for Coca-Cola and sub-brands including Powerade and Dasani.
- Designed social assets, key visuals, and video content for King's Hawaiian, and contributed to pitch decks for Gatorade and Fair, spanning concepting, research, and presentation design.

JUNE 2019 - AUG. 2019

EDENSPIEKERMANN APAC (SINGAPORE, SG)

POSITION - Brand Experience Design Intern

- Contributed to branding systems, UI, iconography, wayfinding, and design guidelines across client and internal projects.
- Supported digital and brand work for Singapore Post and Singtel, including website redesigns, sub-logos, wireframes, layouts, prototyping, user research and brand elements.

AWARDS

EFFIE AWARDS SINGAPORE 2024

2 SILVER - #WeSeeYouCare, Agency for Integrated Care (Singapore)

THE GONGS 2024

GOLD - #WeSeeYouCare, Agency for Integrated Care (Singapore)

CAMPAIGN ASIA-PACIFIC PR 2024

GOLD - #WeSeeYouCare, Agency for Integrated Care (Singapore)

YOUNG ONES ADC 2020

GOLD - Tampax AMP
SILVER - Tag of Shame
BRONZE - Disney Prism

ANDYS 2020

GOLD - Tampax AMP
GOLD - Disney Prism
GOLD - Tag of Shame

CLIOS 2019

SILVER - Durex #Fuckmen

D&AD FUTURE IMPACT

SHORTLIST - Disney Prism

NEW YORK FESTIVAL 2019 & 2020

SILVER - Tag of Shame
BRONZE - Disney Prism
FINALIST - Durex #Fuckmen
FINALIST - Spotify Navigation Sync
FINALIST - Spotify Drive-In

EDUCATION

2025-2027

NEW YORK UNIVERSITY (New York, NY)

Pursuing Degree - MA Learning technology and experience design
Dingman Scholarship Recipient

2016-2020

SCHOOL OF VISUAL ARTS (New York, NY)

BFA Advertising / UIUX Design

SKILLS

Art Direction
User Experience
User Interface Design
User Research
Graphic Design
Learning Sciences
Visual Design
Prototyping
Interactive Design
Multimedia Learning
Wireframing
Branding & Identity Design
Qualitative Research
Project Management
Cognitive Science
Games for Learning Design
Roadmapping
Quantitative Research

TECHNICAL

Adobe Creative Suites (Ps, Ai, Id)
Figma
Miro
Javascript