

GRATIO CANDID

Portfolio

Creative Strategy
Branding & Identity
Creative Technology

2023 — 2026

Softwares



Experience

Creative Strategist

Freelance

2023 - Present

Design Bridge & Partners

Studio Intern

May 2025 - July 2025

&Larry

Design Intern

Nov. 2024 - Apr. 2025

National Day Rally 2024

Designer

June 2024 - Aug. 2024

Education

Nanyang Polytechnic

Visual Communication, Visual Design

- Director's List 2022 (Sem 1)
- Director's List 2023 (Sem 1)
- Director's List 2023 (Sem 2)
- Director's List 2024 (Sem 2)

St. Joseph's Institution

'O' Level Examinations

Interests

- Emerging Technology
- Cinematography
- Fashion

ECHO

Ai



Client: Nanyang Polytechnic
Role: Creative Director, Designer

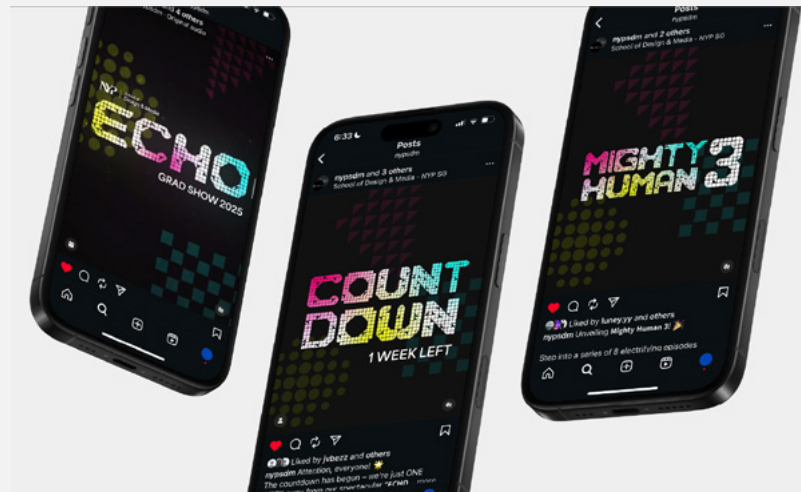
ECHO is the graduation identity for the 2025 cohort of Nanyang Polytechnic (NYP) School of Design & Media. In an era of fleeting trends and saturated markets, how

do we unite a cohort of graduating creatives into one unfading voice?



Leading a team of students across Motion Graphics Design to Interaction Design, we created a cohesive visual identity spanning deliverables like posters, wayfinding and merchandise such as shirts, photo strips and a NFC card.

IMPACT: Over 700 Projects and 546 Graduates represented, 40+ Industry Partners graced, +50% Y.O.Y.



HOKAWorld



Client: Guangzhou Zoo

Role: Creative Director, Designer

HOKAWorld is a new IP brand that hopes to touch the hearts of zoo visitors in Guangzhou and share knowledge about animal conservation through engaging character designs.

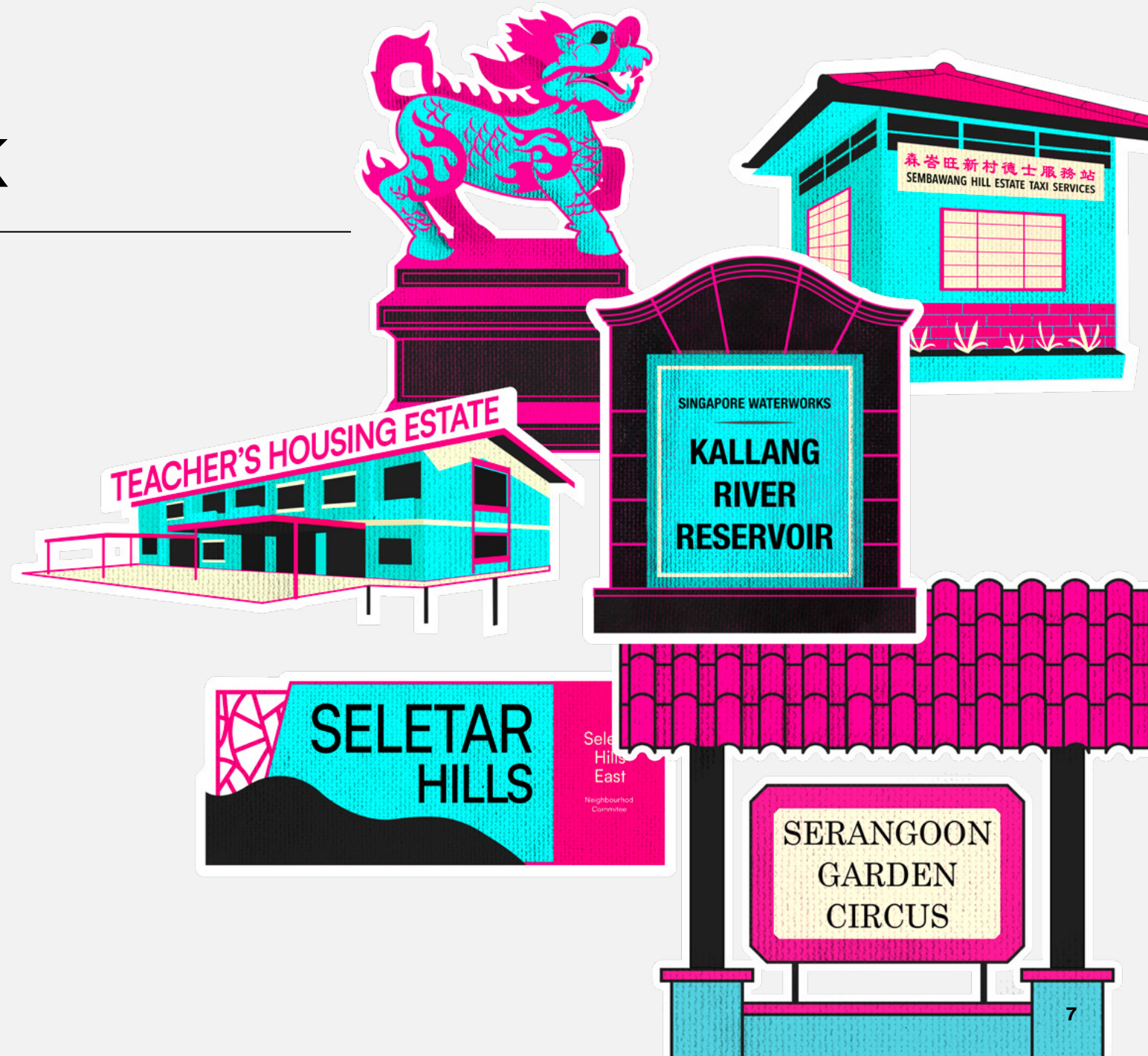


We went for a more tactile look and feel reminiscent of children's storybooks to add a layer of depth.

This style is applied consistently across character expressions, merchandise and environment design.



Make Your Mark



Client: National Heritage Board
Role: Creative Director, Designer

Make Your Mark is a call to action for Youths to step out of their comfort zones and explore Heritage Trails. It is a community centric campaign that showcases contribution of participants through the marks that they make.

MAKE YOUR MARK



CREATIVE TECHNOLOGY

Immerse, Innovate, Inspire



Client: Pro Integration Futures Asia, HDC LED Display

Role: Creative Director, Designer

Immerse, Innovate, Inspire is an experience for the first spiral screen in Southeast Asia held at Pro Integrated Futures Asia (PIFA) at Marina Bay Sands.





Unfolded, the visuals extend on a 3000px x 960px resolution to fit the restrictions of the screen. The visuals tell a story in 3 parts: Local Singaporean Life, Flora & Fauna, and Typography.

Inspiring Inclusion

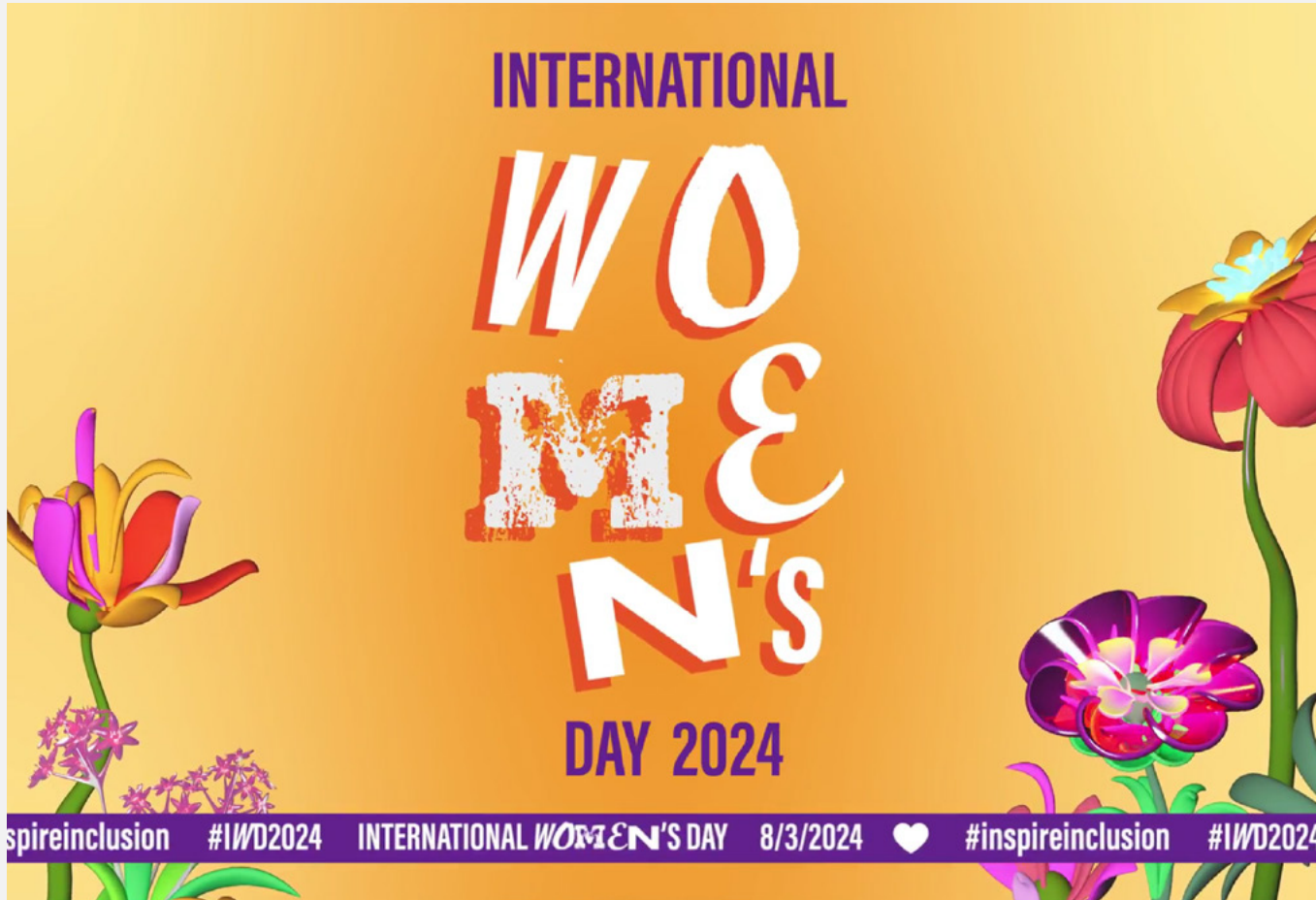


Client: Ten Square

Role: Creative Director, Designer

Inspiring Inclusion is the theme for International Women's Day 2024, where I collaborated with a friend to produce a 15-second motion graphics video - featured on the Ten Square billboard for a week.





Ten Square features a 3-Dimensional Digital Screen with varying resolutions for different intended outcomes. For our 2D video, we communicated closely with the client to ensure that each face of the landmark synchronizes as one.

KLRVSN



KLRVSN sells UV/ Infrared filters for DSLRs and mobile phones that offer Users a world in new lights. The website features an edited video and 5 sections complete with custom element animations.



Year of The Wood Snake



Client: Tong Heng

Agency: &Larry

Role: Designer, Photographer, Editor

Every Chinese New Year, Tong Heng creates a series of special pastries for the festive season. I was tasked to direct, shoot and design a Social Media campaign to promote these festive treats.

IMPACT: +120% Accounts Reached,
+57.8% Business Address Taps, +44.4% Profile Visits





Sew Crazy



Commenhers

Client: Fashion Parade, Commenhers

Role: Creative Director, Designer

Sew Crazy is a collaborative venture by Commenhers and Fashion Parade to integrate community, creativity and sustainability through monthly Sewing & Upcycling workshops.



sew **CRAZY**

sew **CRAZY** commenhers X Fashion Parade

SEW CROCHET UP CYCLE

SEWING & UPCYCLING WORKSHOP
Nº1

Featuring
MUTA WEAR

WITH THANKS
FASHION REVOLUTION Singapore

9th March 2025
2.00pm - 5.00pm

Venue Partner
Circular Fashion Hub

TICKETS
\$35

All Materials
Provided



Good Things Come In Pairs



NORMAT^N

Client: NORMAT

Agency: &Larry

Role: Designer, Photographer, Editor

How do you adapt a modern, sake brand for the Lunar New Year? **Good Things Come In Pairs** was born as a way to sell the two bottles of sake in a set, likening it to a prosperous pair of Mandarin Oranges.





IMPACT: >180 Pieces produced,
Timeless yearly usage