

PROFILE SUMMARY

Award-winning visual communicator and design researcher with 4+ years of experience across digital and print design. Builds thoughtful, scalable **design systems** that transform research into cohesive visual narratives, driven by values. Currently pursuing **MA Design at LASALLE College of the Arts Singapore**, exploring **systems-led thinking** and reframing narratives through data storytelling.

SKILLS

Strategic & Professional Competencies

Time management, quick learner, adaptable, efficient, organised, dedicated, problem-solving, critical thinking, collaboration, teamwork, stakeholder communication, mentorship, guidance, research-driven design thinking, systems thinking.

Design & Technical Expertise

Adobe Creative Suite (Illustrator, InDesign, Photoshop, After Effects, Premier Pro, Dimension), Figma, Blender.

EXPERIENCE

Visual Designer and Brand Manager | Indi Design (August 2023 - August 2025)

- **Led and managed over 15 projects** across brand identity, publication, UI/UX, packaging, motion, spatial design, and brand strategy across digital, print and social mediums.
- Built **scalable design systems for 5+ brands**, developing visual identities and component libraries aligned with each brand's values.
- Simultaneously handled **5-6 cross-disciplinary projects**, delivering strategic brand and digital solutions within tight timelines.
- Served as **Brand Manager** for a key client, overseeing end-to-end brand direction and execution.
- Scaled a client's social media presence from **0 to 6,000 followers** through **organic growth strategies**.
- **Mentored interns** and streamlined workflows to **improve project delivery efficiency**.

Visual Designer | Aromatan (March 2022 - August 2023)

- Conceptualised and executed **visual identity systems** including packaging, email campaigns, advertisements, infographics, and product listings.
- Reduced campaign turnaround time by **optimising design workflows and asset systems**.
- **Strengthened brand consistency** across digital and physical touchpoints.

Brand Designer | The Zypher's Cafe (Freelance - August 2022 - September 2022)

- Led a **comprehensive rebrand**, developing a cohesive visual identity system across logo, menu design, and digital & print collaterals.
- Positioned the cafe as a sophisticated, globally influenced dining destination through a refined, premium visual language.
- Established **scalable brand guidelines** to ensure consistency across touchpoints and future growth.
- Contributed to the brand's **rapid market traction and 2025 expansion** by creating a distinctive, premium identity aligned with its growth ambitions.
- Designed strategic brand assets that elevated customer perception and **strengthened overall brand positioning**.

Visual Designer | Times Internet (Freelance - March 2023)

- Designed campaign logos, banners, and visual assets **across multiple initiatives**.
- Contributed to the layout and visual system of the annual brand yearbook publication

Social Media Marketing | InWeave Clothing (Internship - May 2021 - Aug 2021)

- Built and managed social media presence to increase **brand visibility and drive website traffic**.
- **Designed digital campaigns** aligned with brand positioning and audience growth objectives.

Social Media Marketing | Skillizo (Internship - July 2020 - Aug 2020)

- Developed social media creatives to enhance **digital brand presence** and support website traffic growth.
- Executed **content strategies** aligned with marketing goals.

EDUCATION

- **MA Design at LASALLE College of the Arts**
- B.Des at Sriшти Institute of Art, Design and Technology (Visual Communication and Strategic Branding)
- International Baccalaureate Diploma Programme (Psychology, Biology and Arts HL)

AWARDS & RECOGNITION

- **Emerging Scholar Award** for the Aging & Social Change Conference, 2026
- **Speaker and Presenter** at Design Principles and Practices Conference, 2026
- **Winner** of Salesforce Design Days Relationship Challenge, 2025
- **Certificate of Honour**, Volunteering at IBDA (2023, 2024)

ADDITIONAL TRAINING

- Introduction to Business Management: Winning Externally, IIT Bombay
- Introduction to Future Design: Anticipate Tomorrow
- Systems Thinking in Public Health