

Creative & Design Lead

Creative and design lead who owns the vision from first concept to finished craft: setting the creative direction, shaping brand and design systems, and doing the hands-on work across brand, motion, photography and creative code. I founded and run a studio that has delivered **100+ projects for 70+ clients across 15+ industries**, art-directing branding, web and digital work and leading the team that ships it. I trained as a designer and still make daily, so the direction stays grounded in craft, and I bring the delivery discipline to get ambitious work out the door on scope and on time.

100+ PROJECTS · 70+ CLIENTS	60%+ REPEAT CLIENTS	5/5 ACROSS 30 GOOGLE REVIEWS	1st GOVTECH × NAFA, 2025
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EXPERIENCE

Founder & Creative Lead

2023 - 2026

Creatif Work · Singapore

- Built a studio from scratch and **led the creative direction on 100+ projects for 70+ clients** across branding, web and digital.
- Set **brand strategy, art direction and design systems**, then designed hands-on and directed the team that delivered the work.
- Led a team of **up to 5 at peak** across design, web and content, reviewing craft and holding the visual bar end to end.
- Around 60-70% of clients returned for repeat work**, and 30-45% brought new business through referrals, on the strength of the work.
- Hold a **5/5 rating across 30 Google reviews**, with clients citing the quality of the design and clear creative direction.

Digital Content Intern

2025

Knovel Engineering · Singapore

- Shaped AI product branding and visual content across channels alongside the core team.
- Art-directed LinkedIn campaigns and designed pitch decks and marketing collateral.

Design & Content Executive

2021 - 2022

Media Unboxed · Singapore

- Designed web and campaign creative, art-directing visual work across concurrent accounts.
- Produced digital marketing assets and kept the visual language consistent across channels.

Visual Designer

2020 - 2023

Freelance

- Delivered **brand identity, web UI and print** end to end for clients across industries, from concept to final artwork.

RECOGNITION

GovTech × NAFA Collaboration

1st Place · 2025

CORE SKILLS

Creative Direction

Art Direction

Brand Strategy

Design Systems

UI/UX Design

Design Leadership

Photography

Videography

Creative Coding

AI & Automation

TOOLS

Adobe Creative Cloud

Photoshop

Illustrator

InDesign

After Effects

Premiere Pro

Lightroom

Figma

Procreate

Blender

TouchDesigner

p5.js

Three.js

WordPress

Webflow

Wix

EDUCATION

BA Design Practice

Nanyang Academy of Fine Arts
2024 - 2026 · First Class Honours

Graphic Design Communication

University of the Arts London
2025

Diploma in Advertising

Nanyang Academy of Fine Arts
2019 - 2022

Nitec, Social Media & Web Development

ITE Central
2017 - 2019

LANGUAGES

English (Native) · Malay (Fluent) · German (A1)