

Project Manager

Project Manager who takes work from brief to delivery, keeping scope, timelines, budgets, stakeholders and teams on track. I founded and run a studio that has delivered **100+ projects for 70+ clients across 15+ industries**, so I have owned delivery end to end, not just contributed to it. Delivery discipline that carries across creative, digital and operational work. I started out as a designer, so I speak the language of the people who do the work, which means tighter estimates and fewer surprises. I lead a team when a project needs it and ship solo when it does not.

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

Founder & Project Manager

2023 - 2026

Creatif Work · Singapore

- Built a studio from scratch and **delivered 100+ projects for 70+ clients** across branding, web and digital, owning every project end to end.
- Around 60-70% of clients returned for repeat work**, and 30-45% brought in new business through referrals.
- Grew typical engagement value from a few hundred dollars to **four- and five-figure projects** as the studio and client base matured.
- Own the full delivery lifecycle, scope, timelines, budgets, resourcing and QA, leading a team of **up to 5 at peak** and shipping solo when needed.
- Hold a **5/5 rating across 30 Google reviews**, with clients repeatedly citing delivery ahead of schedule and clear communication.

Digital Content Intern

2025

Knovel Engineering · Singapore

- Coordinated AI product branding and content across channels, on schedule alongside the core team.
- Ran LinkedIn campaigns and produced pitch decks and marketing support.

Design & Content Executive

2021 - 2022

Media Unboxed · Singapore

- Managed web and campaign delivery as a project manager, coordinating clients and cross-functional teams.
- Kept digital marketing execution on scope and on time across concurrent accounts.

Visual Designer

2020 - 2023

Freelance

- Delivered brand identity, web UI and print for clients end to end, managing scope, goals and deadlines directly.

RECOGNITION

GovTech × NAFA Collaboration

1st Place · 2025

CORE SKILLS

Project Management

Delivery & Timelines

Scope & Budgeting

Stakeholder Management

Resource Planning

Team Leadership

Risk Management

Quality Assurance

Process & Tooling

AI & Automation

DELIVERED IN

Branding

Web

UI/UX

Graphic Design

Advertising

Content

Service Design

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)