

## WORK EXPERIENCE

### Independent Brand Designer & Consultant

July 2021 - Jan 2023

Led design and development of B2B/B2C brands, driving rebrands for sales and visibility. Developed impactful brand strategies, and facilitated workshops, rebranding, and naming. Created and managed brand logo identities and visual systems. Collaborated with cross-functional teams for brand campaigns supporting company KPIs.

### Senior Visual Designer | Pink Harvest Farms

July 2020 - July 2021

Maintained brand style guides for consistency across marketing and packaging. Directed packaging design for Pink Harvest Farms and BeanTo Chocolatier. Developed and delivered successful email marketing campaigns with high open rates. Mentored junior designers to meet project goals. Assisted with the design and production of artwork files for packaging. Coordinated with vendors for smooth project execution.

### Graphic Designer | GIPL

October 2019 - June 2020

Efficiently crafted design briefs tailored to evolving marketing demands. Led design and execution of impactful brand campaigns for renowned restaurants like Chili's, PizzaExpress, and Ministry of Crab successfully. Produced compelling social media content with strong copywriting and high-quality design, increasing brand awareness.

### Graphic Designer | Analogy

December 2017 - August 2019,  
May - July 2016

Contributed to diverse projects in brand strategy, identity, graphics, illustration, publication, and packaging. Engaged in idea generation, prototyping, and brainstorming for collaborative creativity. Led design research, workshops, and sprints for holistic project development. Worked with notable clients like Flipkart, Amazon.in, Just Elegance, MCG, etc.

## EDUCATION

### MA Design Management

Savannah College of Art and Design (SCAD) 2024

### B.Design Fashion Communication (Branding)

Symbiosis Institute of Design (SID), 2018

## SKILLS

### Brand Identity Design, Strategy & Development

Brand Positioning, Rebranding, Logo Design, Brand Guidelines, Brand Messaging, Copywriting, Marketing Collateral & Visual Design, Print and Digital Collateral Design, Packaging Design, Graphic Design, Typography, Illustration, UI Design

### Design Research & Management

Market and Trend Research, Trend Forecasting and Analysis, Consumer Insights, Creative Strategy, Scenario Planning Project Management, Project Coordination, Design Workshops, Deadline Management, Cross-functional Collaboration

## Tools

Adobe Illustrator, Adobe Photoshop, Figma, Adobe XD, Adobe After Effects, Adobe InDesign, Google Slides, G Suite, Apple Keynote, Adobe Creative Suite, Canva, Miro, Figjam, Notion

## INTERNSHIPS & PART-TIME

SCADask (Design Research Assistant) June 2023 - Present  
The Apprentice Project (Art Teacher) Mar - Oct 2017  
ScoopWhoop (Community Writer) Sep 2016 - Aug 2017  
Gulf News (Features Writer) May - Jun 2016  
Woman Magazine (Features Writer) May - Jun 2014

## RECOGNITION

Society for Applied Anthropology 2024 Panel Presenter  
Lextant Certification Design Research & Insight Translation 2023  
Indigo Design Awards 2019 Bronze (Branding)  
Singapore Design Week Analogy 2019 Finalist (Analogy)  
Second Academic Award (B.Design, SID, 2018)