

Education	Parsons School of Design, BFA Communication Design, New York 2002 – 2005 Ngee Ann Polytechnic, Diploma in Computer Science, Singapore 1996 – 1999
Design Experience	Laird+Partners, New York, Graphic Designer Sep 2006 – Present Worked closely with creative and art directors on image research, campaign concepts, design layouts and media pairings for Donna Karan and DKNY Spring '07 fashion campaigns. Retouch advertising work-prints for client presentation. Baron & Baron Inc, New York, Intern & Freelance Designer Feb 2006 – Sep 2006 Assisted art directors and office manager to create comps and mechanicals of ads, fragrance and cosmetic packaging. Under the art director's brief, assisted conducting image research for fashion campaigns. Retouch advertising work-prints for client presentation. Worked closely with art directors on designing company website. Clients include Hugo Boss, Calvin Klein, Burberry, NARS, Armani Cosmetics, Viktor & Rolf and Balenciaga. Art+Commerce Anthology, New York, Design Intern & Retoucher Jul 2004 – Dec 2004 Worked closely with creative director on the A+C festival of emerging photographers promotional materials and other design projects. Assisted digital media director in maintaining the digital archive, scanning, retouching and color-correcting a myriad of photographers' editorial and personal work for archival and stock. Surface* Magazine, New York, Design Intern Jun 2004 – Sep 2004 Worked closely with art director on a multitude of web and print design projects such as mailers, email blasts, marketing collateral and editorial layouts.
Photography Experience	Graphic Design and Photography Assistance, New York Mar 2004 – Present Collaborated on graphic design projects and on-set photography assistance with a myriad of photographers including Clang, Steven Klein, Dusan Reljin, Hans Neleman, Yang Tan, Aaron Ward, Elizabeth Young and Fabio Chizzola. Steven Klein Studio, New York, Photo Intern Jun 2005 – Oct 2005 Aided archive manager in maintaining film and digital archives. Assisted gallery manager in quality control of framing exhibition prints. Designed press-kit. Assisted on set when needed. Hans Neleman Studio, New York, Photo Intern & Graphic Designer Jan 2005 – Jun 2005 Designed promotional materials. Worked closely with photographer on photo-editing, production, maintaining photo equipment and assisting on photoshoots for fashion, celebrity editorials and ad campaigns.
Other	Apple Computer Corp, New York, College Campus Rep & Graphic Designer Jul 2004 – Dec 2005 Evangelizing Apple products, proposed new marketing ideas to account executive for driving sales in select NYC college campus stores. Designed sales and marketing collaterals to be distributed on college campuses in NYC. New School University, New York, Resident Advisor Aug 2003 – May 2005 Assisted Residence Hall Director to establish and maintain an environment that is conducive to the academic and personal growth of each resident. Served as a resource to questions regarding academic, social, or personal issues. Initiated programs, responded to problems and emergencies of any kind and enforced the policies that govern the building. WorldRemind // Singapore Armed Forces // Formul8 Media, Singapore, Graphic Designer Nov 1998 – Aug 2002 Worked directly with Creative and Art directors to produce a myriad of print and web design solutions for a variety of media and entertainment clients. These include packaging, marketing collaterals, annual reports and corporate identity. Involved in casting and art directing photo shoots for various Philips advertising campaigns. With Account Executives, proposed design solutions to clients.
Awards	PDN Photography Annual 2005, Nikon 26th College Photography Annual, Finalist, 2005, Parsons Scholarship 2002 – 2005
Published Work	Doo-Ri Advertorial, Spring/Summer '06, The Village Voice Theme Magazine
Exhibitions	Parsons V.06 (Group), May 2006, Good News Project (Group), Belgrade Arts Festival, Belgrade, August 2006 Good News Project (Group), DEAlliance-PAB Latin American Congress, Mexico City, Nov 2006
References	Available upon request.