

Ang Cheng Hui

Graphic Designer & Artist

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Portfolio www.ang-ch.com



Skills

Software Skills

Platform: Mac OS

Illustrator CC, InDesign CC, Photoshop CC, After Effects CC, Lightroom CC, Keynote, Figma, Webflow, Procreate

Language Skills

English, Chinese (Mother Tongue)

Other Experience

UI/ UX Design (*Website*)
Painting (*Oil, Acrylic, Watercolour*)
Large Mural Painting (*Industrial paint*)
Printmaking (*Silkscreen, Woodcut, RISO-printing*)
Cinema Production Design (*Student production*)

Design Experience

ACRE Design Pte Ltd

Jun – Sep 2021

Graphic Design Intern

- Research and creation of menu design and illustration for Manhattan Bar @ Regent Singapore.
- Worked closely with creative director to develop logo, patterns, and collaterals, as well as prepare final artwork for fashion brand, DAWN by Minor Miracles.
- Other experiences include providing design support for 28 HongKong Street Bar and MO Bar (Vol. 4) menu designs; animating gifs for Singaporean singer Marcus Lee's debut album "For You, I Can"; and conceptualising a branding pitch for a condominium project by City Developments Limited.

justask.space (Mental Health Digital Experience)

Dec 2020 – Apr 2021

Freelance Designer

- Worked closely with co-founders to establish creative direction for overall web experience.
- In charge of creating information architecture, wireframes and prototypes; all branding, illustration and animation content; as well as overall website development on Webflow.

Tusitala (RLS) Pte Ltd

Aug – Nov 2020

Design Intern

- Finishing design support for Esplanade Offstage's literary project "Little Red Comma".
- In charge of wireframing, UI branding and design, and all illustrative work for National Arts Council project "Stories on Site: The Kallang River Quest". Worked closely with developers in this google street view choose-your-own-adventure interactive story for children.

Sunshine Nation Pte Ltd (SN)

Jul – Aug 2019

Graphic Design Intern

- Created a design system and template for SN's pitch decks such as for Sunshine Nation Group, Sunshine Nation Agency, and Garden Beats Festival 2020.
- Worked closely with project managers to create pitch decks for SN's clients including Standard Chartered, Samsung, and AIA Group.

Nanyang Technological University

2016 – 2018

Hall of Residence Eight

Junior Common Room Committee (JCRC) Publications Director

- Editor of hundred-page hall year book "The Eighter Years". Collation and production of photography as well as design and layout of all content.
- Managed the hall's social media account and produced all necessary graphics such as event calendars, posters, sports match timetables, and sports match results.

Profile

Cheng Hui is passionate about crafting experiences supported by well-researched concepts. By utilising unique and bold visual narratives, she aims to imbue impactful and lasting memories in the viewers' psyche. She takes great pride in her work, and is meticulous in crafting coherent and innovative design solutions. She strongly believes in being able to provide both function and beauty without compromising either.

In the spirit of embracing a well-rounded creative practice, she has dabbled in interactive website experience design, cinema production design, printmaking, and is a fashion enthusiast.

Education

2016 – 2020

Nanyang Technological University
School of Art, Design and Media

Bachelor of Fine Arts (BFA)
Major in Visual Communications

2019

Columbia College Chicago

Study Abroad Experience:
Semester Exchange

2014 – 2015

Hwa Chong Institution (College)

GCE A-levels, Arts and Humanities Stream

In the Art Elective Programme (AEP)

Admitted through the Integrated Programme (IP)

2010 – 2013

Nanyang Girls' High School

In the Art Elective Programme (AEP)

Other Achievements

UOB: Painting of the Year 2013 (Emerging Artist Category) Bronze Medallist