

WELL, HELLO THERE!

I'M PD.

I'm a freelance junior creative born from an adulterous affair of creative and strategy teams. Thanks to that, I now know how to research, write and art-direct. My multiple roles have taught me to be flexible and to adapt fast. I value teamwork and refuse to be another warm body in the room.

I'm not just a problem solver, but one with a passion for innovation and critical thinking.

I want to make cool stuff. Stuff that keeps the user in mind. Stuff that will actually benefit them. I'm also currently learning UX on Coursera to meet the new needs of our creative industry.

EXPERIENCE

January 2020 – September 2020

Freelance Copywriter/Strategist | Self-Employed

To be honest, jobs were few and far between. Many of my jobs got cancelled.

Thanks, Covid.

But otherwise, the few jobs that I worked on involved qualitative research, finding creative territories, ideation and ensuring that our ideas were presented clearly. This included work for AirAsia and CPF. One of my proudest moments was when I conducted my very first focus group and got a critical insight out of it.

That felt great.

July 2018 – Nov 2019

Junior Creative | 72andSunny Singapore

It was here where the love affair between creativity and strategy gave birth to me. I started with a strategy internship straight out of Uni, doing cultural research on markets across South-East Asia, Taiwan, Japan and China.

I then became a junior creative. A hybrid between copywriting and art direction. From writing TVCs to designing campaign mock ups, I worked with the team to tackle and present campaigns for Grab, HipVan, Love Bonito and DBS.

Unlike many juniors, I got to work on pitches. Some of which had my ideas battling it out in the final rounds.

Jun 2016 – July 2018

Freelance Camera and Lighting Assistant | Self-Employed

Cameras. Lenses. Lights. And many more. Those were just some of the things that I managed for photographers and videographers in this role. Aside from equipment, I also took behind the scene images when needed. Thanks to this role, I was able to earn a small income, just enough to get me through university.

CONTACT

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EDUCATION

2020 – 2021

**I,am-Vitalize Data
Science and AI Pathway**

IBM

2016 – 2018

**B.A.(Hons) in
Communication Design**

Glasgow School of Art

(Singapore)

2011 – 2014

**Diploma in Visual
Communications**

Temasek Polytechnic

SKILLS & SOFTWARE

Ideation

Creative Strategy

Problem Solving

Copywriting

Art-Direction

Visual Design

Qualitative Research

Photography

Enterprise Design Thinking

IBM AI Science Practitioner

IBM Data Science Practitioner

Photoshop

InDesign

Illustrator

Lightroom

Mural