

# HI THERE

I have a soft spot for typefaces. Every time I see a typeface being treated poorly, I just want to wave a magic wand and change it. I believe that there is no such thing as a “bad typeface”, typefaces have their own unique personalities and sometimes the personality will not fit in with a certain environment. I spend most of my time looking at a letterform and it's personality on shop sign, advertisement and leaflet while traveling.

Beside the obsession with typography, one of the most important things to me is working in a team. Working with others not only helps my progression in work, but also brings a sense of collaboration and team working. I have been working with a wide variety of people in these past three years; from creating a collaborative catalogue book with my colleagues to being a Peer Assisted Learning leader and working with first year students. Recently, I took a role as a lead designer in course catalogue (2015).

I love a good challenge. I think it is important when I work alone to challenge myself, because I believe it will help me grow. I also like to aim high; even if I do not reach my goal at least I know that I tried my best and learn something from it. I approach my designs in a minimalistic way; things that do not serve any purpose or aid to communication should be questioned.

## ASPIRATION

My aspirations are to handle typography well and I am keen to learn about them. Whether it is printed text in book, magazine or packaging—text that exist on screen fromat—or creating a new letterform for logotype and advertising.

## SKILLS

### Computer

InDesign  
Photoshop  
Illustrator  
AfterEffect  
DreamWeaver  
Microsoft Word

### Personal

Team player  
Self-motivated  
High level of energy  
Communication skills  
Quick learner  
Typographic eyes  
Prioritisation skills  
Creative thinking

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## AWARD

- ISTD 2014  
Elected with merit
- D&AD New Blood 2015  
Best in Show
- AUB 2015  
Dean's Outstanding  
Achievement Award
- AUB 2015  
Vis Com Prize Award

## EDUCATION

- BA (Hons) Vis Com AUB  
First Class Honours
- Vis Com RMIT (transfer)
- GED high school diploma

## EXPERIENCE

- Print & Loft  
Working with letterpress
- Thai Basil  
Customer service assistance

### Other

Book binding  
Letterpress  
Drawing