

+65 9368 8581
gwendolyn.say@gmail.com
gwendolyn.work



PERSONAL PARTICULARS

Name: Gwendolyn Say
Date of Birth: 12 / 10 / 1999
Nationality: Singaporean

EDUCATION

2018 — 2022

**Bachelor of Fine Arts in Design Art
with a Minor in Photography**

Nanyang Technological University
School of Art, Design and Media

2012 — 2017

**GCSE 'A' Levels
Integrated Programme (IP)**

Dunman High School

ACHIEVEMENTS

2019, 2020, 2022

Dean's List

Nanyang Technological University
School of Humanities, Arts & Social Sciences

2017

Top of the Cohort

H2 Art, H2 Translation, H1 Mathematics
Dunman High School

SKILLS

SOFTWARE

Adobe Suite
(Photoshop, Illustrator,
Premiere Pro, InDesign)
Arduino IDE
Microsoft Office

GRAPHIC & MEDIA

Brand Design
Merchandise & Packaging Design
Publication & Editorial Design
Environmental Graphics Design
Prop Design
Illustration
Typographic Design
Photo & Video Editing

LANGUAGES

(WRITTEN & SPOKEN)

English
Mandarin

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EMPLOYMENT HISTORY

☀ JUN 2022 - AUG 2023

Supermama Store | Graphic Designer

- * Design and product development of merchandise collections for exhibitions in National Museum Singapore and Asian Civilisations Museum
- * Design and product development of Supermama house brand merchandise and corporate gifting, including sourcing for and liaising with suppliers and makers
- * Design of collaterals for visual merchandising and instore communications
- * Product photography for online store and marketing materials
- * Brand development and research

☀ SEP 2021 - DEC 2021

Pico Art International | Freelance Graphic Designer

☀ MAY - JUL 2021

GSM Project | Graphic Design Intern

- * Created wall and installation graphics, typeset text panels for exhibitions
- * Carried out research, generated graphics for project pitches

☀ JUN - JUL 2019

The Little Arts Academy | TechxArt Programme Intern

- * Helped to oversee various programmes and commissions that the charity undertook, including facilitating the making of artworks, research, creating proposals, generating photo and video content

☀ FEB 2018 - MAY 2023

Actstitude | Graphic Design Intern & Freelance Graphic Designer

- * Creation and adaptation of both social media and print content for various brands that the company managed (including SOFY, Eversoft, JCube)
- * Liaised with account executives to handle client feedback

SELECTED FREELANCE PROJECTS

2023

Both Sides, Now
Rebrand
Graphic Design

2023

National Museum of Singapore
Now Boarding: Pop-up Room Campaign
Graphic & Set Design

2022

National Museum of Singapore
OFF/ON: Temporary Exhibition
Graphic & Set Design