

CHU JIA YI

ABOUT ME

Portfolio | <https://chujiayi.wixsite.com/portfolio>

Phone | +65 82578657

Email | hello.chujiayi@gmail.com

LinkedIn | <http://www.linkedin.com/in/chujiayi>

I am an enthusiastic and resourceful individual driven by a profound passion for design. I am able to empathize with diverse perspectives and offer innovative solutions to challenges.

EDUCATION

National University of Singapore

2022 - 2026

Bachelor's Degree in Business Administration

Ngee Ann Polytechnic

2019 - 2022

Diploma in Product Design & Innovation
Valedictorian

Nan Chiau High School

2015 - 2018

Cambridge GCE O Level
LIR5: 11

AWARDS

Lee Kuan Yew Award

2022

Ngee Ann Polytechnic Outstanding Achievement Award

2022

Diploma With Merit

2022

Ngee Ann Polytechnic Scholarship

2019 - 2022

SKILLS

Language

Fluent in English & Chinese

Technical Skills

Ai

Ps

Id

Xd

Office

Interests

Travelling | Baking | Embroidering

WORK EXPERIENCES

Shopee, Graphic Design Intern

May 2025 - Aug 2025

Created banners for product categories, EDMs, and landing pages, and adapted and optimised assets for social media platforms to enhance brand visibility and engagement.

National University of Singapore, Teaching Assistant

Jan 2025 - Dec 2025

Teaching Assistant of Interaction Design course. Conducted weekly tutorials for 20 students and guided them in their project by providing feedback through bi-weekly critique sessions.

Monarch Advisory, Copywriting Intern

Mar 2022 - May 2022

Designed banners, thumbnails and Instagram posts. Conceptualise and propose content pillars and brand guides for client's rebranding.

Fraction Design Studio, Design Intern

Aug 2021 - Jan 2022

Designed name cards, websites, brand guides and pitch decks for rebranding purposes. Illustrated graphics for the company's social media page. Photographed client's products to maintain captivating aesthetics their website.

LEADERSHIP EXPERIENCES

Publicity Head, NUS Rotaract Club Project Cebu

Jul 2023 - Jul 2024

Orchestrated 2 successful fundraisers, involving more than 10 vendors, and designed most of the merchandise. Managed the Instagram aesthetics and organised the committee's photoshoot.

Publicity Head, NUS Bizad Club Community Engagement

Oct 2022 - Oct 2023

Spearheaded the publicity efforts by designing captivating recruitment posters and strategic outreach initiatives, resulting in an overwhelming response from volunteers.

REFEREES

Mohamed Elmie Bin Nekmat

Associate Professor

National University of Singapore

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Celine Ng

Founder / Creative Director

Fraction Design Studio

91907408 celine@fraction.sg