

KRYSTAL LAY

Nanyang Technological University

BA, Art Design & Media (Game Design) - Year 2



CONTACT

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EDUCATION

Bachelor of Arts (Media Art)

NTU Art Design & Media, Current

Mastered strong writing, creative, and technical skills in creative media, applying design thinking to target audience needs and create engaging works.

Diploma in Fine Arts

NAFA, 2023

Equips students with strong research and writing skills, transforming complex humanitarian topics into impactful, community-resonating works of art.

GCE A-Level, H2 Art

Eunoia Junior College, 2019

GCE O-Level, Higher Art

Nan Hua High School, 2017

PORTFOLIO

Website



Youtube



Hi! I'm Krystal, an easy-going and confident visual artist with over a year of professional graphic design experience. My recent project—a brand revamp for Singapore Women's Weekly—ignited my passion for social media marketing. I value empathy, inclusivity, and self-expression, and I love creating designs that amplify diverse voices.

With 4+ years of teaching experience, including 2 years focused on ESL students, I'm passionate about helping others express themselves confidently in our English-dominated world. I'm eager to support inclusive companies with branded campaigns, social media activations, and engaging content that resonates with diverse communities.

PROFESSIONAL EXPERIENCES

Freelance Graphic Designer

Singapore Press Holdings, Women's Weekly Magazine

April 2024 - Current

- Company lacked a cohesive brand identity which led to inconsistent online engagement.
- Entrusted to rebrand their social media to connect better with their target audience of millennial and gen z mothers.
- Spearheading a new brand identity using market research and design thinking to align with audience needs..

Private Tutoring

January 2021 to Current

- Taught various subjects (art, english, math) over 70 students aged 12-18 years old. Currently specialising in teaching English to ESL students worldwide.
- High client retention rate, with more than 90% of my students being taught by me for at least a year.
- Designed my personal ESL curriculum and teaching materials that boosts student engagement and content retention.
- Students achieved an 80% distinction rate.

Education & Outreach Intern

STPI - Creative Workshop & Gallery - Jun to Dec 2022

- Effectively collaborated with the team to release printmaking activity kits within deadline.
- Leveraged expertise in videography, photography, and graphic design to adhere to company's brand identity.
- Assisted STPI's workshop instructor to conduct printmaking workshops in schools all over Singapore.
- Spearheaded the conception, marketing materials, and execution of a drypoint printmaking workshop.

TECHNICAL SKILLS

Graphic Design & Motion Graphics

InDesign
Illustrator
After Effects
Canva

Photo & Video Editing

Photoshop
Premiere Pro
Lightroom

2D Illustration

Procreate
Clip Studio Paint EX

Game Design & Animation

Maya Autodesk
Unity
Unreal Engine
ToonBoom Harmony

General

Google Suite
Microsoft Office Suite

GRANTS & AWARDS

Dean's List, 2021 to 2023

Nanyang Academy of Fine Arts

Goh Teng Lin Scholarship Award, 2023

Tan Chay Bing Entry Scholarship Award, 2021

LANGUAGES

English

Native

Simplified Chinese

Conversational

Japanese

Beginner, N5

German

Beginner, A1

Comic Artist and Author Intern

NTU Career Advancement Office - Jun to Aug 2024

- NTU's Career Advancement Office (CAO) was facing low student engagement and needed a fresh approach to attract undergraduates and recent graduates to its services and programs.
- Drove engagement by developing a six-chapter comic series addressing career concerns of undergraduates and fresh graduates.
- Conducted market research to tailor narratives that aligned with the audience's career challenges.
- Elevated Instagram readership by 75% and increased student enrolment in CAO programs by 25% within three months.

LEADERSHIP EXPERIENCES

NTU Art, Design & Media Year 1 Film Screening

Head of Publications and Publicity - May 2024

- Accelerated the Publications and Publicity team for the Year 1 film screening event, despite limited manpower and tight deadlines.
- Managed my own academic workload while leading a social media campaign for the screening, using effective multitasking and organisational skills.
- Collaborated with the team to create engaging visuals and messaging, increasing visibility and excitement for the event.
- Attracted 150 sign-ups through Instagram, successfully promoting the event to a broad audience and ensuring strong participation.

LOL - We are all Pieces of Gum

Exhibition Director and Project Leader - Jun to Dec 2023

- Authored a successful proposal to the National Youth Council, securing \$10k in funding.
- Initiated and self-sourced this project outside of school curriculum, demonstrating initiative and leadership.
- Rallied 23 youths to conceptualize and produce an exhibition showcasing the complexities of love.
- Balanced multiple responsibilities, including an internship at STPI and an overseas project with The ArtGround, while leading the exhibition.
- Achieved participation in Singapore Art Week 2023 and Somerfest 2022, attracting 650 visitors to the exhibition.

REFERENCES

Estelle Low Editor-in-Chief - The Singapore Women's Weekly
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