

Chng Yang Da

Packaging & Graphic Designer



Packaging and graphic designer with 5+ years creating product packaging, brand visuals and e-commerce assets for a consumer skincare brand. Brings 3D modelling and rendering skills to packaging mock-ups, plus hands-on supplier sourcing, so designs are planned with suppliers, cost and stock in mind.

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Nationality: Singaporean

WORK EXPERIENCE

JUL 2022 TO PRESENT **Product Designer (Packaging & Brand), Procurement Manager**

Theo10 Pte Ltd · Skincare start-up, Singapore

DESIGN

- Lead packaging design for the company's skincare products, from concept and mock-ups to final print-ready artwork.
- Own the brand identity and keep visuals consistent across packaging, website, marketplace stores and marketing.
- Create marketing visuals and e-commerce assets, including product listing images, banners and social content, for the website, Shopee, Lazada and TikTok Shop.
- Build 3D product visualizations and renders for packaging reviews and marketing.

SOURCING & OPERATIONS

- Run end-to-end procurement, from market surveys and supplier sourcing to negotiation, contracts and performance monitoring, achieving cost savings.
- Manage inventory, lead stock takes and forecast stock needs.
- Run daily operations of the company website and Shopee, Lazada and TikTok Shop stores.
- Trained and mentored 20+ new hires in business operations.

OCT 2021 TO MAY 2022 **3D Designer**

First Wave Pte. Ltd. · Game art, Singapore

- Created 3D assets for game projects, from modelling and sculpting to texturing and real-time presentation, using Autodesk Maya, 3ds Max, ZBrush, Substance Painter, Marmoset Toolbag and Unreal Engine.

APR 2020 TO APR 2021 **Marketing Designer**

Theo10 Pte Ltd · Skincare brand, Singapore

- Designed product packaging, branding visuals and marketing materials for the company's skincare range.

EDUCATION

2015 TO 2019 **BFA in Digital Art and Animation, Minor in English**

Singapore Institute of Technology, DigiPen Institute of Technology

2010 TO 2013 **Diploma in Games Design and Development**

Singapore Polytechnic

SKILLS

- Packaging Design
- Label & Box Design
- Dielines
- Print-ready Artwork
- Packaging Mock-ups
- Brand Identity
- Marketing Collateral
- E-commerce Visuals
- Layout & Typography
- Illustration & Concept Art
- 3D Modelling & Texturing
- Product Rendering
- Motion Graphics & Video

SOFTWARE

- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Autodesk 3ds Max
- Autodesk Maya
- ZBrush
- Substance Painter
- Marmoset Toolbag
- Unreal Engine
- ChatGPT