

AMMANDA CHOO

CREATING MEANINGFUL & MEMORABLE BRAND SOLUTIONS

Singapore

hello@ammandachoo.com
office

Ammanda has a passion for creativity. Her unique perspective of thinking was nurtured while earning her BFA in Design at Swinburne University of technology, Melbourne. She prides herself on taking on challenges, exploring new ideas and crafting beautiful communication that adds value to the end user. Besides design, her other passion is travelling exploring learning and opening herself to new adventures. Currently, Ammanda resides and works in Singapore.

Work Experience

Senior Designer

Singapore
Jan 2017 - Present

Cowan Design

Branding & Packaging

Midweight Designer

Singapore
Mar 2015 - Dec 2016

Cowan Design

Branding & Packaging

Freelancer

Singapore
2010 - Present

Ammanda Choo

Worked with Daysprings / Edmond Pereira Law Corporation / Fishtales / O Batignolles / Interface / Lenbrook / Orbis / Pazzion / Planet Ads and Design / Rowsley / Style Tribute / Tuber Productions / The Gallant Tailor

Midweight Designer

Singapore
Jul 2012 - Mar 2015

Innovation Kitchen

Branding & Packaging
FMCG (Dairy, Food & Beverages, Household), Skincare, Wine
& Spirits, Cigarettes

Junior Designer

Singapore
May 2011 - Jun 2012

Cowan Design

Dairy Farm / Archipelago Brand World & Brand Guidelines /
Maggi / Denis Freres / Orang Tua / PMI / Kraft POSM

Freelance Designer

Singapore
Mar 2011 - Apr 2011

Bravo Company

Layout of Challenge Magazine Pull out / Esplanade Annual
Report pitch / Certain Cellars website design / Assisting
designer in various projects

Freelance Designer

Singapore
Mar 2011 - Mar 2011

Harddrive BBDO

Worked on Singtel / Aviva / eNETS BTL collaterals

Freelance Designer

Singapore
Feb 2011 - Feb 2011

Asylum Creative

Luzerne Catalogue and fold outs / Frolick & White Rabbit menu
layouts

Freelance Designer

Singapore
Feb 2011 - Feb 2011

Group Eight

Identity Conceptualisation & Development / Advertising
Conceptualisation & Development / Layouts

Freelance Designer

Singapore
Nov 2010 - Jan 2011

Foreign Policy Design Group

Identities Conceptualisation & Development / Huiji Packaging /
MOM Annual Report / Cocotte E-Newsletters

Freelance Designer

Singapore
Dec 2010 - Dec 2010

Harddrive BBDO

Worked on Singtel / Aviva / eNETS BTL collaterals

Freelance Designer

Singapore
Aug 2010 - Oct 2010

&Larry

Corporate Collaterals / Website Skin / Brainstorming with
Creative Director / Advertisement adaptations / Photo
retouching

Design Intern

Melbourne
May 2010 - Jul 2010

Paper Stone Scissors

In-house self promotion calendar / Brainstorming with Creative
Director & Design Director / Creating visuals for presentations
/ Assisting Design Director during conceptual work / Creating
illustrations for Peter Alexander

Web Intern

Singapore
Dec 2009 - Feb 2010

Asylum Creative

E-Newsletters / Flash E-card / Poster promotions / Identity
Development / Menu Layouts for cafes

Freelance Designer

Singapore
Nov 2009 - Dec 2009

Group Eight

Brochure adaptations / E-newsletters / Photo-retouching /
Layout for billboard

Design Intern

Singapore
May 2009 - Jul 2009

Qube Studio

In-house online brochure / Identity development /
Brainstorming with Creative Director & Senior Designer /
Administration

Freelance Designer

Singapore
Apr 2009 - May 2009

Group Eight

Brochure adaptations / E-newsletters / Photo-retouching /
Layout for billboard

Design Intern

Singapore
Feb 2007 - May 2007

Thinking Couch Interactive

Direct mailers / Emailers / HTML Web Development / Web
Maintenance

Education

Bachelor in Design (Communication Design)

Melbourne, Australia
Jul 2009 - Jul 2010

Swinburne University of Technology

Diploma in Creative Media Design

Singapore
2006 - 2009

Singapore Polytechnic

Qualities

Software

Proficient in Adobe CC, Keynote & Macintosh platform

Featured on

www.bitique.co.uk / collabcubed.com /
www.graphicbirdwatching.com / <http://joquz.com> /

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