



FELICIA PANG

WORK EXPERIENCE

Freelance Illustrator & Designer

2020 - Present

- Conceptualise and execute visual identities, key visuals, and illustrations across cultural, editorial, and commercial projects.
- Develop branding, campaign assets, and application guides to support multi-platform implementation.
- Design a wide range of deliverables including social media content, marketing collaterals, publication layouts, and environmental graphics.

Campaign Designer (Contract Hire)

WALT DISNEY COMPANY (SEA)

2025 - 2026

- Developed the key visual and visual direction for Disney Reads, a regional campaign by Disney Publishing.
- Created a comprehensive brand and application guide to support partners in adapting the visual identity across digital, retail, and experiential formats.
- Translated a single key visual into a scalable system of modular assets for multi-platform use.

Graphic Designer (Retainer)

SING LIT STATION

2023 - 2026

- Led the visual design of Poems on the MRT, translating poetry into immersive, commuter-facing experiences within MRT train carriages.
- Designed a range of visual assets including posters, EDMs, and social media content to support literary programmes and initiatives.
- Collaborated with the team to develop creative directions aligned with programme themes and audiences.

VISUAL DESIGNER & ILLUSTRATOR

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EDUCATION

M.A.D School by Chatsworth Mediart Academy

Diploma in Communication Design
2019 - 2021

Nanyang Polytechnic

Diploma in Hospitality & Tourism
2014 - 2018

CLIENTS I'VE WORKED WITH:

The Walt Disney Company (Southeast Asia)

National Arts Council

Arts House Group

Ministry of Education

SMRT Corporation

Nanyang Technological University

Sing Lit Station

Singapore Centre for Chinese Language

Graphic Designer (Contract)

MINISTRY OF EDUCATION

Jul 2024 - Oct 2024

- Designed visual assets for an MOE online portal, including infographics, EDMs, and interface-supporting graphics.
- Created storyboards and animated an introductory explainer video for students and teachers.
- Collaborated with the project team to ensure clarity, accessibility, and consistency across all materials.

Festival Creative (Contract Hire)

ARTS HOUSE GROUP

Jun 2022 - Dec 2022 | Jun 2023 - Dec 2023

- Led key visual design and overall festival branding for Singapore Writers Festival 2022 & 2023.
- Applied the visual identity across print, digital, and large-scale formats such as outdoor and on-site installations.
- Designed and produced a wide range of assets including marketing collaterals, social media content, and festival merchandise.
- Collaborated with stakeholders to ensure a cohesive and engaging visual experience across the festival.

Graphic Designer (FT)

NEXTOKIN CREATIVES (NOK)

Feb 2023 - May 2023

(Role ended due to dissolution of the graphic design team)

- Worked on branding and graphic design projects for various government agencies.
- Designed a wide range of collaterals including annual reports, festival key visuals, logos, EDMs, infographics, and social media content.
- Collaborated with creative and account teams to deliver clear, polished visuals under tight timelines.

Junior Art Director & Graphic Designer

CRISP CONTRASTS STUDIOS

2020 - 2022

- Curated visual identity moodboards, pitch decks, and brand guides.
- Art directed materials, textures, props, colours, and photography setups for food and product shoots.
- Managed projects end-to-end, including pre-production, post-production, and client presentations.
- Designed key visuals, layouts, photo composites, and overall branding direction.
- Developed storyboards, directed and edited video and photo content.

Junior Graphic Designer

THAT DESIGN AGENCY

Nov 2019 - July 2020

- Designed print collaterals including brochures, annual reports, and posters.
- Collaborated with art directors to ideate and execute interactive social media campaigns.
- Managed brand social media pages and curated campaign content across Facebook and Instagram.