



hello! i'm trixie.

An art director and strategist obsessed with making the complex simple through visual storytelling. With specialised experience in APAC and Greater China businesses.

Education

Nanyang Technological University
School of Art, Design & Media, Singapore
BFA (Hons.) Visual Communication

Skills

Presentation: Keynote, Microsoft Office

Design & Illustration: Adobe Photoshop, Adobe Illustrator, Adobe InDesign

Motion Graphics: Adobe After Effects, Adobe Premiere Pro

3D: Cinema 4D

UI/UX: Figma

Project Management: Google Workspace

Languages

Native: English, Mandarin

2023 – Present

Meta | Art Director

As an Art Director on the Business Creative team, I lead all branding and design-related needs involving Dan Neary's (Vice President of Asia Pacific) internal and external engagements. This ranges from designing narratives and insights visualisation for executive-level presentations to developing creative content strategies for APAC's community building initiatives using Meta's suite of products (Instagram Stories, Reels, AR effects, AI, etc).

2020 – 2022

Twitter | Brand Strategist

As a Brand Strategist covering the Greater China export business, my book of business spanned multiple verticals; Tech, Gaming, E-Commerce, FinTech, and Apps. Using a mix of research and creativity, as well as an understanding of local nuances with international exposure, I pitched and launched full-funnel campaigns. Of which 2 won effectiveness awards at the ROI festival, and grew portfolio revenue multifold.

2018 – 2019

Twitter | Associate Brand Strategist

I was part of Twitter Next, the in-house creative team at Twitter, covering the Greater China export advertising business. My key focus was the Tech vertical where I launched campaigns to put clients' products on the global stage. These campaigns drove brand impact through follower count (@) – average increase 3 times, and conversation volume (#) – average increase of 20% per campaign.

2017

Kantar Group | Creative Consultant

I was the go-to in-house creative lead for the suite of brands under Kantar – Millward Brown, TNS, Added Value, etc. My role involved transforming data from plain powerpoint slides to compelling and immersive stories for my stakeholders (researchers, business development, client servicing managers) to bring to our clients.

2016

Equus Design | Designer

At Equus, I worked on a wide range of corporate brand and editorial work including websites, annual reports, brand books, and newsletters. This involved creating multi-touch design systems for corporate clients to use internally and externally, from print to digital.

2012 – 2015

Tangible Brand Consultancy | Designer

At Tangible, my role involved crafting and launching brand identities for APAC businesses in Healthcare, Logistics, Hospitality, FMCG, Education, and Fashion. This included leading and conducting brand workshops and presentations with stakeholders to ensuring the brand systems designed were rolled out well in respective markets.