

## TULIKA SUD

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I am a freelance graphic designer based in Singapore with experience working in both agency and in-house environments, for brands in logistics, engineering, sustainability, recruitment, FMCG, software, fintech, insurance, legal, F&B, travel management and more. I have worked on a variety of print-based and digital-driven campaigns and collaterals across these industries. Key areas of interest for me are design, strategy, marketing, content creation and communication.

## EXPERIENCE

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### **Creative Director at Studio Giraffe, Singapore**

**MAR 2018–PRESENT**

- Based in sunny Singapore, Studio Giraffe creates design driven solutions for marketeers, small business owners, MNCs and individuals around the world.

### **Senior Graphic Designer, Asia Pacific at PageGroup, Singapore**

**AUG 2017–FEB 2018**

### **Graphic Designer, Asia Pacific at PageGroup, Singapore**

**AUG 2015–AUG 2017**

- Providing design and branding support to the Marketing Services team for the Asia Pacific business (digital and print). This involves working closely with internal stakeholders across the region to create various assets and adapt them for different markets, in the form of end-to-end production from strategy and concept generation to final design.
- Team lead for art direction and branding. Identifying visual direction, creating guidelines and templates and ensuring the region is implementing them. Liaising with global teams as well.
- Producing effective and innovative campaigns while maintaining the visual identity and brand integrity of the PageGroup family of brands.
- Output includes assets such as mini-sites (design and development), reports, posters, infographics, social media posts, brochures, emailers, campaign branding, office graphics and interior design, newsletters, presentations etc.
- Responsible for project management for larger campaigns, including collaboration with global and regional teams.

### **Graphic Designer at Retail Access (Open D Group), Singapore**

**JUN 2014–AUG 2015**

- Working on environmental graphics for retail environments and visual merchandising – for the food & beverage, cosmetics, luxury, FMCG & alcohol sectors among others.
- Branding and identity projects for clients in the retail sector.

### **Creative Specialist at Priority Consultants, Singapore**

**JUL 2013–JUN 2014**

- Creation of brand concept and collaterals for events (invites, backdrops, signage, exhibits, banners, booklets). Other assets created include microsites, social media updates, EDMs, white papers, reports and infographics.

## EDUCATION

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### **Nanyang Technological University, Singapore**

**2009–2013**

- Bachelors in Fine Arts (BFA) in Visual Communication with a CGPA of 4.28 on 5.00.

### **Mallya Aditi International School, India**

**2002–2009**

- Indian School Certificate (ISC) with an average of 95%.
- Indian Certificate for Secondary Education (ICSE) with an average of 92%.

## **SOFTWARE**

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Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Dreamweaver (basic HTML and CSS),  
Microsoft Office, MailChimp, MailerLite, WordPress, Squarespace, Procreate