

wei tai

Born in 1995, Singapore.

Communications student by day,
aspiring illustrator by night.

education

2012-2013 Victoria Junior College
Science Stream, RP for 'A' Levels: 88.75/90 (4As, 1B)

2016-2021 Bachelor of Communication Studies,
Nanyang Technological University
Nanyang Scholarship recipient, CGPA: 4.39

Modules taken: Integrated Marketing
Communications, Sustainability Communication,
Print Design Publication, Community Management

Worked on *Dare to Share*, a mental health campaign
for male adolescents

contact



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www.onewaytie.com



[www.instagram.com/
onewaytie](http://www.instagram.com/onewaytie)



[https://www.linkedin.
com/in/weitaiipoh/](https://www.linkedin.com/in/weitaiipoh/)

skills

Proficient in Adobe Illustrator, Adobe InDesign and Adobe Lightroom.

Adept at using DSLR to shoot photographs.

experiences

Jan-Jun 2020

Content Strategy Intern, Tribal Worldwide Singapore

- Assisted in managing and planning for content on social media channels for key clients, across 2-3 brands. Had a hand in content strategy, content analysis, editorial planning, campaign ideation, and execution of day-to-day tasks, helping craft the voice and face of the brands in their digital and social media realms.

May-Jun 2018

Graphic Designer Intern, Eideas Technology

- Designed identity assets, sales and social media marketing collateral for various brands
- Formulated new concepts and designs to enhance user experience for existing brands

- 2015- **Freelance illustrator and designer at *onewaytie***
- Freelance illustrations for personal commissions, designing cards for special occasions and customising apparel/tote bags
 - Collaborated on projects with small local cafes and bakeries
- 2015- **Member artist, *Band of Doodlers***
- An art collective with an emphasis on doodling and a mission to ‘rid the world of white spaces’
 - Collaborations with Google, SG Enable, SMRT, Sea Games 2015, SG50, Prudential
 - Conducted community doodling workshops with schools and non-profit organisations
- 2014-2016 **Systems Administrator (Corporal), *Charlie Coy, 10C4I Battalion***
- Helped ensure operational readiness of the SAF’s island-wide IT network links system through routine physical and virtual maintenance
 - Part of the Peacetime Operations team during various international (eg. Shangri-La Dialogue) and local events v(eg. NDP, LKY’s passing)
 - Chosen to be part of team that assisted in the back-end setup for Army Workplan 2015
- 2014 **E-Filing Tax Assistant, *Inland Revenue Authority of Singapore (IRAS)***
- 2014 **Baking Assistant, *Fruit Paradise, Plaza Singapura***
- 2011 **Service Crew, *Swensen’s, Changi Airport Terminal 2***
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creative projects

- 2020 Faculty mural, Wee Kim Wee School of Communication and Information (WKWSCI), Nanyang Technological University
- 2019 Guest Artist, Giraffes Singapore Community Art Project by Central Singapore CDC
- 2019 Mural for *lyf Funan* pop-up showroom, Funan Mall
- 2018 Co-HASS Day Art Showcase, Nanyang Technological University
- 2018 Wee Kim Wee School of Communication and Information (WKWSCI) faculty pillar, North Spine, Nanyang Technological University
- 2017 *Treasures of the East Group Exhibition*, Band of Doodlers x Noise! Mentorship, Our Tampines Hub
- 2017 *52 Tales Group Exhibition*, Band of Doodlers x Noise! Mentorship, Orchard Road
- 2016 *Seven Sins Group Exhibition*, Band of Doodlers, Capitol Theatre