



# POH WEI TAI

- ✓ VISUAL STORYTELLER
- ✓ ALL-AROUND FUN GUY

## I AM...

A visual storyteller with a keen interest in telling stories through illustrations and logos. Always eager to learn, I satiate my hunger for knowledge through books (typically memoirs, biographies) and podcasts. My other hobbies include talking long walks, street photography and obsessing over NBA basketball.

## EDUCATION

**Nanyang Technological University, Singapore (2017-21)**

- Bachelor of Communication Studies, Honours (Distinction), 4.38/5 GPA

**Victoria Junior College, Singapore (2012-13)**

- GCE A Level, 88.75/90 Rank Points (4As, 1B)

## SKILLS

- Graphic Design
- Illustration
- Photography
- Creative Copywriting

## CONTACT

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## EXPERIENCES

### TATE ANZUR

**Senior Creative** (Oct 2023-Nov 2023)  
**Creative** (Aug 2022-Sep 2023)

- Lead creative for two social media retainers – KidSTART Singapore and Speak Mandarin Campaign.
- Created and implemented brand identities that align with the clients' goals and brand personalities.
- Other notable clients include Singapore Night Festival, National Heritage Board, National Arts Council and DBS.

**Social Media Associate**  
(Jun 2021-Jul 2022)

- Crafted effective social media strategies and content copy for a range of projects, from the Singapore Pavilion at Expo 2020 Dubai to NDP 2021 and Singapore Heritage Festival.
- Gained valuable skills in client liaison and community management.

### ONEWAYTIE

**Freelance Graphic Designer & Illustrator** (Aug 2021-)

- Worked with various small businesses in the F&B sector (eg. Seng House, Frosted by Fang) to craft unique brand identities that coheres with their respective physical spaces.
- Key illustrator for CRUST Group Singapore, a company that turns food waste into beer. Conceptualised and executed a variety of beer bottle labels for events like the Singapore Grand Prix and Singapore Ocean Cup.