

# Kimberly Ang

DESIGN / IDEAS / ILLUSTRATION

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## EDUCATION

- 2018 Nanyang Technological University**  
Bachelor of Communication Studies  
(Hons) (Distinction)  
+ Minor in Art History
- 2015–16 The Nanyang Chronicle  
Graphics Editor
- 2014–15 NTU Animal Lovers Society  
Head of Publicity & Publication

## SKILLSET

- Advertising
- Art Direction
- Packaging Design
- Experiential/Activation Design
- Illustration
- Social Campaign
- Amazon A+ Page Development

## EXPERIENCE

**The Secret Little Agency**  
Art Director  
Nov 2021–Present

Clients: KFC Singapore, DBS, POSB, Decathlon, Mandai Wildlife Group, Agency of Integrated Care (AIC), Netflix Asia, Vattanac Premium Beer.

**VMLY&R Singapore**  
Art Director  
Jan–Oct 2021

Led and assisted Senior Art Director on projects across commerce and experiential streams.

**Geometry Global Singapore**  
Junior Art Director  
2018–2020

Clients: Treasury Wine Estate, Early Childhood Development Agency, GlaxoSmithKline, The Coca-Cola Company, Johnson & Johnson, Bose, Nestle, National Library Board, Australian International School, Sephora, Unilever, Storytel.

**Ogilvy Singapore**  
Creative Intern  
Jan–June 2017, Jun–Aug 2016

Digital designer supporting global redesign of the Pond's website UI/UX for the mobile-first era. Worked closely with the Digital Account Director to standardise e-commerce assets.

Aided the Unilever creative team in creative conceptualisation for Pond's. Worked on ad-hoc creative tasks such as deck creation for clients including Unilever and Foodpanda, as well as ideation and new business pitching.

## MILESTONES

**The Webby Awards: Best Growth Strategy 2022** - Stories For Sale

**Gong Awards 2021: Looterature - Storytel**  
2 x SILVER  
1 x BRONZE

**Gong Awards 2021: Stories for Sale - NLB**  
2 x SILVER  
2 x BRONZE

**Young Spikes Integrated Competition 2021** - Shortlist

Youngest speaker at inaugural Geometry Creative Week 2020.

One of 13 selected in the agency to complete Ogilvy Masterclass Training Programme 2018, an exclusive initiative to groom young talents.

Awarded 1 Gold, 3 Silvers & 1 Bronze at Crowbar Awards 2017

## ABOUT ME

My hobbies include spotting double spaces in copy, watching indie films and petting every cat I come across. I listen to what might be considered 'too much' Broadway and according to Spotify, I'm part of the top 0.5% listeners of Sammy Rae & The Friends.