

JOSEPH CHEE

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EDUCATION

Nanyang Technological University | School of Art, Design & Media, Singapore Expected July 2027
B.A. in Fine Arts (Specialization in Interaction Design)

- GPA: 4.18

Coursework

- Web Design
- User Experience Design
- Interactive Spaces
- Interactive Devices
- Generative Systems Design
- Interaction Programming

Nanyang Polytechnic | School of Design Jun 2017 – Jun 2020
Diploma in Visual Communication (Specialization in Branding)

- GPA: 3.70

SKILLS

Programming: proficient in Python, C#, JavaScript, CSS, HTML

Tools: proficient in Adobe Creative Suite, Blender, VSCode, TouchDesigner, Figma

PROJECTS

Kiddy Studios | Singapore June 2022 – present

- Established “Kiddy”, a Singapore-based creative studio that specialises in branding and interactive experiences. Showcased at SG Comic Con 2022 and I-Light Festival 2025.
- Hosted a dialogue at Nanyang Polytechnic and provided insight for graduating students.

Peachy | Future University Hakodate Sep 2020 – Jun 2022

- Co-founded Peachy, a gig-based travel itinerary planning web application. Pitched to venture capital firms and hackathons, totalling over \$30k in initial funding.

EXPERIENCE

Trip.com Group | Singapore Aug 2022 – May 2023

Visual Designer

- Devised digital marketing collaterals to enhance user experience across all Trip.com regional websites. Introduced a unified style guide for seasonal sales, streamlining workflows and improving productivity by 20%

Singapore GP Pte Ltd | Singapore Jun 2019 – Sep 2019

Junior Visual Designer

- Collaborated on promotional materials and way-finding systems for the 2019 Formula 1 Singapore Grand Prix, creating templates for social media, signage and structures. Executed timelines working in a fast paced environment during a major international event with many stakeholders.

ADDITIONAL EXPERIENCE

SAF Basic Military Training Centre | Singapore May 2020 – May 2022

BMTC Trainer & Editorial Team Lead

- Top 15% of Cohort during BMT, taught and trained recruits how to adapt to military life and soldier fundamentals. Led the development and editorial for safety handbooks and annual battalion yearbooks.

ACTIVITIES & LEADERSHIP

Transitional Orientation Program | School of Art, Design & Media Dec 2023 – Aug 2024

Brand Lead & VFX Artist

- Directed the branding and visual content development for the orientation camp reaching 150+ students. Conceptualised and designed a unified visual identity system establishing a strong first impression. Provided 3D motion graphics and VFX for promotional videos, working independently to fulfil tight deadlines.

UNIT2020 Graduation Show | Nanyang Polytechnic Dec 2019 – May 2020

Co-Chairman

- Developed Nanyang Polytechnic, School of Design’s 2020 show’s brand identity, coordinated overall graphics logistics and production such as the editorial and website. Managed volunteer teams and various photoshoots.

School of Design Club | Nanyang Polytechnic Jun 2018 – Dec 2019

Media Team Lead

- Led the Media team creating branded graphics and provided photography coverage for events. Conceptualized and designed digital social media posts and print collaterals, engaging students throughout campus.