

Chng Yang Da

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PROFESSIONAL SUMMARY

Multidisciplinary designer with expertise in 2D and 3D asset creation for product visualization, production, and brand development. Experienced in end-to-end procurement and sourcing, including market research, supplier identification and negotiation, supplier relationship management, performance monitoring, inventory control, and e-commerce platform management. Strong ability to train and mentor new hires, with strong communication and problem-solving skills suited to fast-paced environments.

EXPERIENCE

Product Designer/Procurement Manager– Theo10 Pte Ltd | 07/2022 - Present

- Designed product packaging, marketing visuals, and e-commerce assets
- Managed Company Branding and Visuals
- Handled end-to-end procurement and inventory management in a fast-paced skincare start-up environment, from market survey and sourcing to negotiations, contracting and performance monitoring
- Achieved cost savings through effective market surveying and negotiations
- Managed inventory, led stock takes and forecasted stock requirements
- Managed daily operations of company website, and TikTok, Shopee, and Lazada stores
- Mentored over 20 new hires in business operations

3D Designer — First Wave Pte. Ltd. | 10/2021 - 05/2022

- Created 3D assets for game projects

Marketing Designer — Theo10 Pte Ltd | 04/2020 - 04/2021

- Designed product packaging, branding visuals and marketing material

EDUCATION

Singapore Institute of Technology - DigiPen Institute of Technology | 2015 - 2019

Bachelor of Fine Arts in Digital Art and Animation, with a Minor in English

Singapore Polytechnic | 2010 - 2013

Diploma in Games Design and Development

SKILLSETS

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| • 3D and Graphic Design | • Market Surveying |
| • Video & Sound Editing | • Supplier Negotiation |
| • Concept Art & Illustration | • Inventory & Stock Planning |
| • Script Writing | • E-commerce Operations |
| • AI Prompting / Vetting | |

SOFTWARE

Autodesk 3ds Max, Autodesk Maya, Zbrush, Substance Painter, Marmoset Toolbag, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Unreal Engine, ChatGPT

INTERESTS

Game Modding (scripting and logic tweaking), Current Affairs, Geopolitics, Artificial Intelligence