

# Hello! I'm Keith Ang...



an artist and designer with a fine art background and a strong interest in brand, storytelling and visual systems. My path into design wasn't linear, but it's given me a solid mix of conceptual thinking and real-world execution, from building my own art and design studio to working across branding, illustration and content.

## Qualifications

Pratt Institute, New York, 2014  
BFA in Painting (Highest Honours)

## Contact Info

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## Key Skills

Illustration · Graphic Design ·  
Branding · Publishing/Layout ·  
Installation Design · Workshop  
Facilitation · Digital & Traditional Drawing/  
Painting · Murals · Visual Storytelling ·  
Client Management · Art Direction ·  
Creative Direction · Project Coordination

## Proficiency



## Creative Experience

### Co-Founder, Arterly Obsessed — Singapore

Dec 2023 – Present

- Lead creative direction for design, illustration, installations, and community art projects.
- Art director and creative lead for branding and visual identity projects.
- Manage social media strategy and content development for company and clients.
- Manage client relationships and deliver projects for museums, festivals, and corporates.
- Develop art programmes and workshops for children and adults.

### Freelance Designer & Artist

Jan 2014 – Present

- Produce digital illustrations, branding, graphic design and murals
- Deliver end-to-end design for campaigns, publications, and visual identities
- Clients include Prudential, Never.sg, LASALLE, Four Fingers, Ministry of Education, National Heritage Board, National Gallery Singapore.

### Art Director — Garçon Design

Jan 2021 – Jun 2021

- Led concept development for branding, campaigns, and publication design.
- Ensured visual consistency and managed client communication and timelines.
- Social media management

### Senior Manager, Design Office — Ministry of Education, Singapore (MOE)

Jan 2020 – Jan 2021

- Designed national educational campaigns (e.g., Soaper 5 COVID-19 initiative) and social media content, ensuring clarity and accessibility for broad audiences.
- Produced illustrations, graphics, videos, photography and cross-platform visual content.