

*Keith Ang*

# Creative Portfolio

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1

# Good Boy George



*Branding*  
*Illustration*  
*Graphic Design*  
*Mural Design*  
*Social Media Management*







I developed the full branding for Good Boy George, a pet-friendly café in Robertson Quay. The owners wanted a quirky and distinctive identity that would stand out amongst all the other bars and restaurant along the riverside stretch. The logo was inspired by George, the owners' golden retriever and the café's namesake, setting a playful tone carried through the visual system. Beyond the logo, I painted the in-store mural, designed merchandise, crafted the website and menu, was a consultant for their overall store design and continue to manage the café's social media presence. The end goal is for a cohesive, character-driven brand that reflects the owners' personality and the welcoming spirit of the space.











# 2

## ACM & Me



*Branding  
Spatial Design  
Illustration  
Graphic Design  
Creative Direction  
Art Direction*







The Asian Civilisations Museum in Singapore reached out to me to design their first Children's Gallery from the ground up and to serve as both art director and creative director for the entire project. I created a playful motif derived from reducing the museum's initials—ACM—into simple, engaging shapes, which informed every aspect of the space. I developed the full spatial layout, custom-designed all furniture and interactive elements, and established the core colour palette. I also illustrated every graphic and designed all children's activities found in the space. The goal was an immersive, child-friendly environment that reimagines ACM's identity in a fresh, accessible, and culturally engaging way.























3

# Schanze Nozawa



*Logo Design  
Illustration*







I was commissioned to refresh the branding for Schanze Nozawa, a ski lodge in Nozawa, Japan, modernising its identity while preserving its sense of place. The rebrand included a redesigned logo that references the iconic Olympic ski slope (as requested by the owner) with a cleaner, contemporary aesthetic, as well as a series of custom illustrations for merchandise that captured the lodge's alpine charm and playful winter character, with references to specific locations in Nozawa that are tourist attractions. The updated visual identity brings new energy to the brand while remaining welcoming and true to its roots.













# 4

# Crater Bakes



*Illustration  
Packaging Design  
Art Direction  
Photography*







I illustrated and designed the product packaging for Crater Bakes' Mooncake Festival collection, creating a look that felt both classy and contemporary to appeal to customers young and old, and also helped to refine and update the brand's logo. Guided by the brand's values of shared humanity, tradition, and holistic wellness, I illustrated a chrysanthemum to symbolise longevity and health, and a hummingbird to represent good luck and vitality. The phases of the moon were also woven into the design, culminating in the brand's logo as a subtle narrative element. To support the client's sustainability goals, the packaging was produced using recyclable materials. I also art directed the product photoshoot—developing the visual concept, styling the setup, and editing the final images to complete the brand presentation.











5

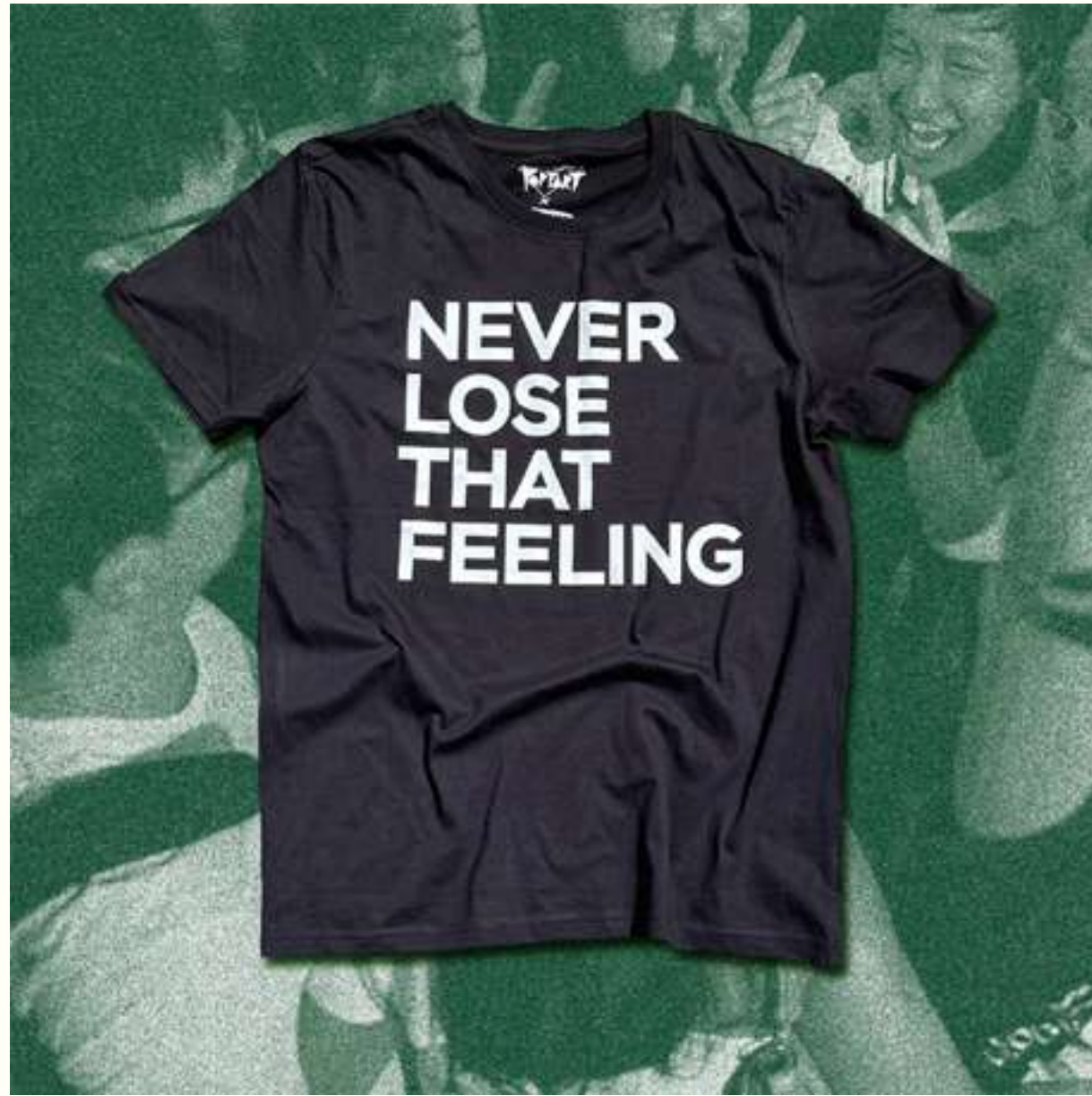
# EATMEPOPTART



*Illustration*  
*Graphic Design*  
*Logo Design*  
*Motion Graphics*







EATMEPOPTART is one of Singapore's longest-running and most iconic indie-dance party collectives, known for its high-energy nights, eclectic music culture, and fiercely loyal following. I've been working with the team over the past few years to illustrate and design their party posters, bringing their bold, playful identity to life through vibrant graphics and expressive character-driven visuals. My role included developing key illustrations and visuals, background motion graphics for their events, logo designs, merch designs and creating artwork that captured the electric, anything-goes spirit of the EATMEPOPTART experience.



E/M/P/T JAN 2024

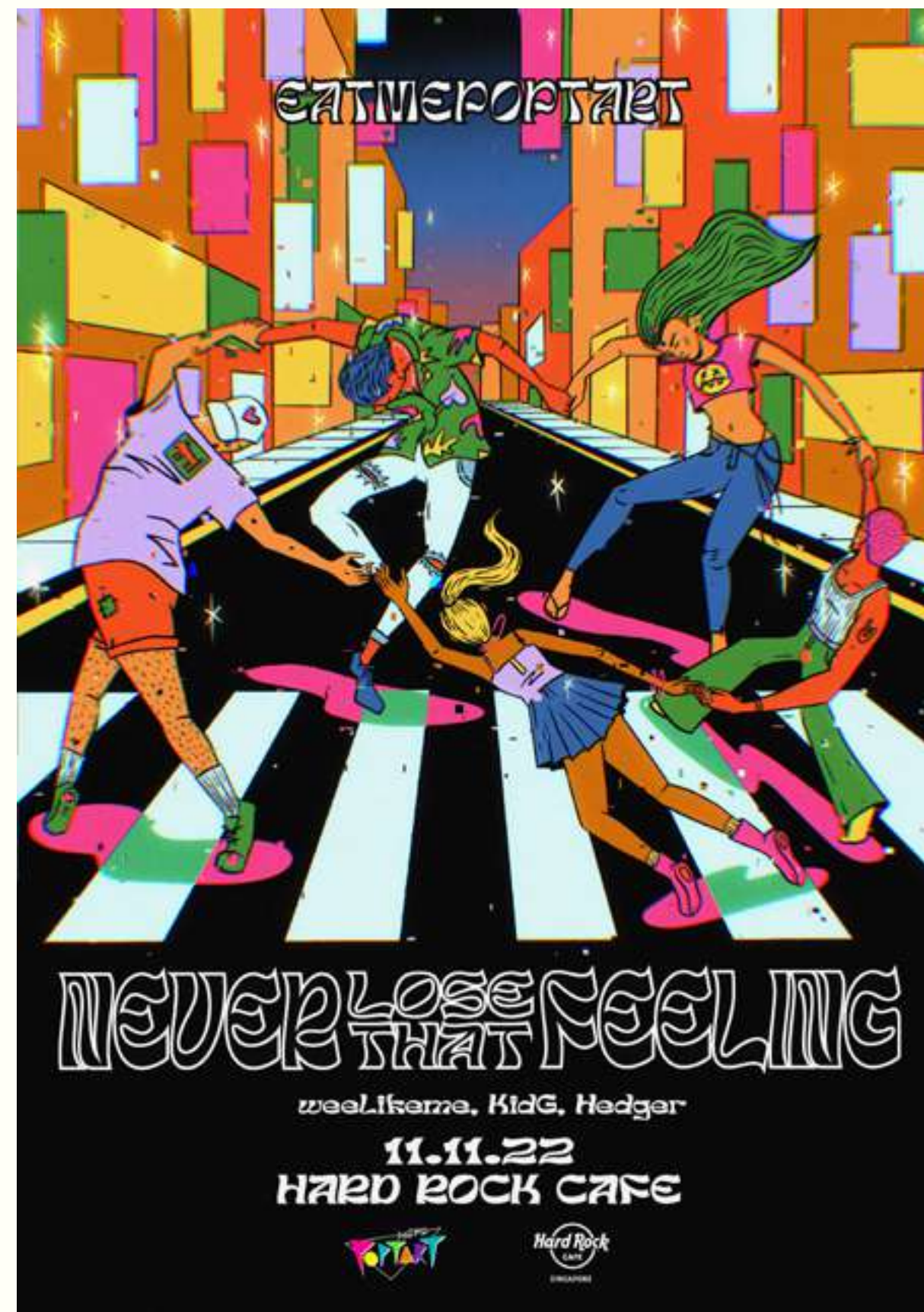


**SAT 20.01.24**  
**NEVER LOSE THAT FEELING**  
 weelikeme, KIDG  
 Indie Sleaze, Alt Rock, Power Pop



**SAT 27.01.24**  
**THE KIDS ARE ALRIGHT**  
 FANTASTIC DINOSAUR, YASTH  
 Shameless Pop, R&B, Rock

The Projector: Ruby Lounge, #06-01 Cineleisure

EATMEPORTAL



**NEVER LOSE THAT FEELING**  
 weelikeme, KIDG, Hedger  
 11.11.22  
**HARD ROCK CAFE**

**ONE FINE DAY**  
 Sat 24.06.23 | 3-9pm  
 One Farrer Hotel



weelikeme  
 KIDG  
 Hedger  
 Fantastic Dinosaur  
 CandiceE













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# Chamber Readings



*Graphic Design*  
*Print Design*







I designed the programme booklet for Checkpoint Theatre's Chamber Readings, creating the graphic elements and laying out the text and images to form a clear, cohesive visual narrative. The design highlights the intimacy and focus of the readings while maintaining Checkpoint Theatre's refined aesthetic. The result is a thoughtfully structured booklet that supports both readability and artistic presentation.







THE

OCCUPATION  
CREATIVE  
TEAM



THE WEIGHT  
OF SILK ON SKIN  
CREATIVE  
TEAM









# BECOME A CHECKPOINT CHAMPION

Checkpoint Theatre is a non-profit company and a registered charity with institution of a Public Character (IPC) status.

2022 marks Checkpoint Theatre's 20th Anniversary, a year in which we both look back on the countless original Singapore stories which have been proud to develop and stage, and forward to the future, with our exciting expansion of storylines, platforms and media. We are immensely grateful for two decades of support from you, our audience, and look forward to celebrating this 20th Anniversary season with you as we embark on this new journey.

Please donate and become a Checkpoint Champion. Help us continue to fulfil our mission of bringing original Singapore works to you.

Donations of S\$50 and above are entitled to a 250% tax deduction and will be matched dollar for dollar by the Cultural Matching Fund.

DONATION TIERS	
VERMILION	\$10,000 & above
FLAME	\$5,000 - \$9,999
TANGALO	\$1,000 - \$4,999
AMBER	\$500 - \$999
CORAL	\$100 - \$499

## ACKNOWLEDGEMENT & APPRECIATION

As a Checkpoint Champion, in addition to a 250% tax deduction benefit, you will enjoy priority bookings and complimentary access to selected programmes and publications for twelve months from the date of your donation. We will proudly acknowledge you in our production programmes and on our website. Your donation will support our work and our artists and help us to tell original Singapore stories across different media and disciplines.

For more information, please contact us at: [giving@checkpoint-theatre.org](mailto:giving@checkpoint-theatre.org)

## HOW TO DONATE



Please include with each donation the donor's full name, mailing address, email address and mobile number.



PayNow or Bank Transfer  
UEN: 200200251R

By making a crossed cheque payable to "Checkpoint Theatre Limited", 90 Goodman Road Block B #02-03 Goodman Arts Centre Singapore 430063

We'd love to hear what you thought of **CHAMBER READINGS: THE WEIGHT OF SILK ON SKIN**.

Please share your feedback with us at [tinyurl.com/talktocheckpoint](https://tinyurl.com/talktocheckpoint)





# 7

# Art

Art sits at the core of my practice. My background as a fine artist shapes how I approach design, merging conceptual thinking, narrative, symbolism and emotional impact with form. Having created commissioned public art installations, I'm used to designing work that engages people not just aesthetically, but experientially with pieces that invite interaction, curiosity and reflection. This perspective differentiates me as a designer: I don't just create visuals, I build ideas into environments and systems that resonate with audiences in meaningful, memorable ways.







*We'll Make Heaven  
a Place on Earth*  
Immersive art installation  
for Asian Civilisations  
Museum, Singapore





*Void (Deck)*  
*The Walls*  
Immersive art installation  
for National Gallery  
Singapore &  
Capitaland Malls





*The Wonder  
Blaster 3000*  
Immersive art installation  
for Singapore Science  
Centre





*Roots & Wings*  
Immersive art installation  
for Singapore Art Week



*For more please visit*

**[www.keithang.com](http://www.keithang.com)**