

# Audrey Lee

*Multi Skilled Design Lead*



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## About Me

A self-motivated design lead who is focussed on constantly evolving skill in all aspects of Creative & Design. With a keen eye for detail, problem solving and a "can do" attitude, I hope to continue my journey of championing Design Thinking and end to end creative solutions.

An Enthusiastic, flexible and dependable team player who has worked with world class brand design consultancies. Experienced in the FMCG space working together with global and region teams. Consumer obsessed with broad experience in design ranging from Branding, Packaging, Publication, Print, Digital and Shopper.

Singaporean, Speaks fluent English and Mandarin

Private & Confidential

## Work Experiences



Shopper Based Design Manager, Asia Pacific Division Brand Design  
Colgate Oral Care Toothpaste, Toothbrush Colgate Pamolive

July 2023 - Ongoing

Working with the Insights, Brand Design and in-house Digital Content and Customer Development teams to create the Shopper Based Design strategy and Category-Leading Omnichannel retail experience. Translating the brand equity into physical retail experiences as well as visionary branded retail environments for the APAC region.



Global Shopper Design Lead for Nutrition & Digestive Health Category  
SEA Shopper Design Lead for VMS Scotts

Jan 2017 - Jan 2020

Planning and managing projects for **Horlicks** and **Eno** with a focus on India. Key participant in **stakeholder meetings** aligning **insights research**, R&D pipeline, co-create briefs with Global Marketing organisation and **develop strategies** for all Campaigns and New Product Launches

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**Senior Freelance designer** for Packaging, brand and shopper marketing projects.  
Mar 2020 - June 2023

Clients includes **Elmwood**, **Why Brand Design**, **Qingwa** and others.



**2D Brand and Retail Graphic Designer** at GlaxoSmithkline CHC Singapore  
April 2016 - Dec 2016

Primary role in **2D Creative Design**, **Asset creation** and **Shopper Journey** development for all retail projects.

Occasional cross function design support for **Brand**, **Packaging** and **Digital**.

**Mid-weight Freelance designer** for Packaging and Brand design projects.  
Sept 14 - Mar 16

Clients includes **GSK**, **LPK**, **Blue Marlin**, **Sparkle Design**, **Glassick Brands** and others.



**Full time designer** at Holmes & Marchant Asia Pacific  
Jun 11 - Aug 14

Packaging design for Unilever's **Beauty Category**, China's Omo and Kraft Prince.

**Lead the H&M Studio**, In house design consultancy for **Lux Global Branding team**.

**Full time designer** at **Credence Partnership** Aug 10 - May 11  
Producing multiple publications. CWT Limited Annual Report 2010

**Full time designer** at **First Sight International** Apr 09 - Jul 09  
Back drop design for Singapore Youth Festival Exhibition 2009.  
Wall design for Greenridge Secondary School's Eco Room.

**Internship** at **Paprika global** as designer Feb 08 - Apr 08  
Final Art work for Seagate's point of sale standees.  
Name card design for Concord Electrical Ptd Ltd.

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### Design Skillset

Shopper  
Retail  
Experience  
Communication  
Branding  
Packaging  
Publication  
Photography  
Illustration

### Technical Expertise

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Bridge  
Adobe Acrobat  
Microsoft Powerpoint  
Microsoft Words

### Other Interest

Plants & botany  
Dress making  
Singing and karaoke  
Events planning  
Fancy dress  
Travel  
Outdoor adventure  
Family time

Private & Confidential

### Recognition

#### Horlicks Exam Time/ Kota 2018 (Gold Sprit Award)

The Exam time program delivered +56% new triers across the country with regional share gains of 1% in South and East and 3% in West and 6% in North.

#### ENO India Increased Performance 2018

Increased consideration (86% +4% vs ya) and most trusted brand survey. The Economic Times Rated ENO among Top 5 among the most trusted Indian OTC Brands.

#### President star challenge 2008

Top 3 winners for Flag Day Logo Design.

#### Crowbar Award 2007

Finalist for typography category.

### Other Experiences

#### Colgate Pamolive APAC Reunion Dinner 2024

Role as Main community. Conceptualise and hosted the Event.

#### East Canberra Zone3 PA Halloween Event 2022

Role as Chairperson. Conceptualise, coordinate and crafted event with volunteers and suppliers. This is a combined RN event across zones.

#### One GSK Singapore Dinner and Dance 2019

Role as Programs and Content Lead. Conceptualise and Art direct theme and designs.

#### School of Design Annual Dinner and Dance 08/09

Role as organising chairperson and designer for event and promotional materials.

#### Volunteer for National Day Parade 2008 (Singapore)

Role as a Performer, Motivator and balloon sculptor to interact and engage with the spectators.

#### Current Affairs and Debating Club Shoes Design Competition 2007

Role as the organising chairperson and designer for marketing materials.

### Education

#### Swinburne University of Technology

2009 - 2010 Bachelor of Design (Communication Design)

High Distinction was achieved for publication project.

#### Singapore Polytechnic

2006 - 2009 Diploma In Creative Media Design

Distinction was achieved for Digital Imaging Elective.

Maintained an average cumulative GPA of 3.5.

GPA of 4 is achieved for final semester.

### References

#### Tom Shutterworth

Director - Brand Mechanics Singapore

Email: [tdeshuttleworth@gmail.com](mailto:tdeshuttleworth@gmail.com)

#### Monique Gaillard

CO-Founder / Creative Director

Shiok Design

Email: [monique@shiok.nl](mailto:monique@shiok.nl)