

## INFO

### **Ying Xian, Ang**

Designer, Art-Director, Illustrator, Creative

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*Currently based in Singapore.*

*Professional references and citations given upon request.*

## EDUCATION

### **Pratt Institute - New York, NY**

2017– 2019

MFA in Communication Design

*Coyne Foundation Scholarship, Graduated with Distinction*

### **LASALLE College of the Arts - Singapore**

2014 – 2017

BA(Hons) in Fine Arts

### **Nanyang Polytechnic - Singapore**

2010 – 2013

Diploma in Visual Communication

*Graduated with Distinction*

## DESIGN PRACTICE

### **2024 March - Present:**

#### **Designer (BLACK), Brand manager (ART-ZOO)**

#### **ART-ZOO, BLACK Design (Singapore)**

At ART-ZOO, an in-house IP of the award-winning BLACK Design, I lead the brand's art direction and oversee its development across products, events, and business strategy. My role combines design leadership with hands-on execution: managing projects that span illustration, merchandise design, exhibition and spatial design, brand management, and IP development.

I have overseen the end-to-end process of ART-ZOO's merchandise collections, from conceptualisation and product design to production management and international launches, including showcases at ComplexCon 2024 and 2025.

Beyond product design, I led the creation and rollout of large-scale experiential projects such as "Canyon of Cuddles," an inflatable art park debuted at the New Art Museum Singapore (2024), as well as the touring ART-ZOO Blue Ocean inflatable installations in Macau's Barra District and Shenzhen (2024).

In this role, I work with creative strategy, brand growth, and production management, ensuring that ART-ZOO's visual identity and storytelling remain cohesive and compelling across global markets.

### **2021 September - 2024 February:**

#### **Designer, Visual Merchandiser**

#### **Mighty Jaxx (Singapore)**

At Mighty Jaxx, I developed and executed exhibition concepts, spatial designs, and visual merchandising across the company's diverse brand pillars. My work integrated the Mighty Jaxx brand identity into a range of deliverables: from key visuals and product packaging to digital marketing content for toy releases and global campaigns.

Within exhibition design, I conceptualized and planned spatial experiences for major international events, including Singapore Comic Con 2023, New York Comic Con 2022, and DesignerCon 2022. As a visual merchandiser, I created retail concepts for IP-licensed toy lines featured in Toys "R" Us, Miniso, and Universal

Studios Singapore (Resorts World Sentosa). This encompassed the design and execution of point-of-sale displays, retail gondolas, and store environments, ensuring cohesive storytelling and customer engagement across physical and digital touchpoints.

**2019: August-2021 April:****Creative, Art Director****Fashion Week Brooklyn | BK Style: Creative (NYC)**

As Art Director at Fashion Week Brooklyn (FWBK), I led a multidisciplinary creative team comprising motion graphic artists, graphic designers, set designers, web designers, and social media content creators. My role focused on a major visual rebranding initiative, overseeing the development and implementation of a cohesive brand identity across all visual assets and communication channels.

Beyond rebranding, I directed the creation of brand-specific campaigns and promotional content for FWBK's partners and collaborating brands, ensuring consistency and impact across pre-event publicity, live fashion week programming, and post-event coverage.

For my contributions to the creative and cultural landscape of Brooklyn, I received personal citations from New York City Mayor Eric L. Adams and NYC Public Advocate Jumaane Williams, recognising my role in elevating FWBK and the BK Style Foundation within the city's creative community.

**2018: September-2019 May:****Production and Graphic Designer****Pratt Interdisciplinary Lab (NYC)**

Pratt ITL is a multidisciplinary research lab at Pratt Institute. I created visual assets for the lab's branding and events, managing projects from concept development to final production. The role offered hands-on experience with print production, motion graphics, animated social media content, and interactive poster design, combining experimental design with practical execution across digital and physical mediums.

**2014- Present:****Creative****Studio A / XG+CO (Singapore-NY)**

At Studio A, I managed the full creative process from client briefings to concept development, illustration, and design execution across a range of projects spanning branding, visual identity, and commissioned illustration. My work included collaborations with key arts and culture institutions in Singapore, such as National Arts Council and The Substation. After relocating to New York, I continued building the practice with a growing client base in the beauty and fashion industries, collaborating with brands including New York Makeup Academy, SAINT New York, and emerging labels such as Atelier Assane.

Following a successful runway show in 2019, the studio transitioned to an art practice and apparel label: XYARNÉS. GOODS & CO (XG+CO/Studio X)

**NOTABLE AWARDS****2019**

Citation from Mayor Eric L Adams, from the Office of the Mayor, New York City, for the outstanding contributions made in the community in the field of design and fashion.

Public Advocate citation from Jumaane Williams, Office of the Public Advocate in recognition of dedicated service to the community

Pratt Circle Awards Recipient

## NOTABLE AWARDS

### 2017-2019

Coyne Family Foundation Scholarship (Pratt Institute, New York)

Graduate assistantships awarded at Pratt Institute:

(2019) Graduate Teaching Assistantship

(2018) Graduate Studio Assistantship

(2017, 2019) Graduate Office Assistantship

### 2015-2016

Young Printmakers League 2016

(Organized by Monster Gallery and National Arts Council, Singapore)

TRANSMISSION:LAB 2015

(Organized by Phunk Studio, Singapore)

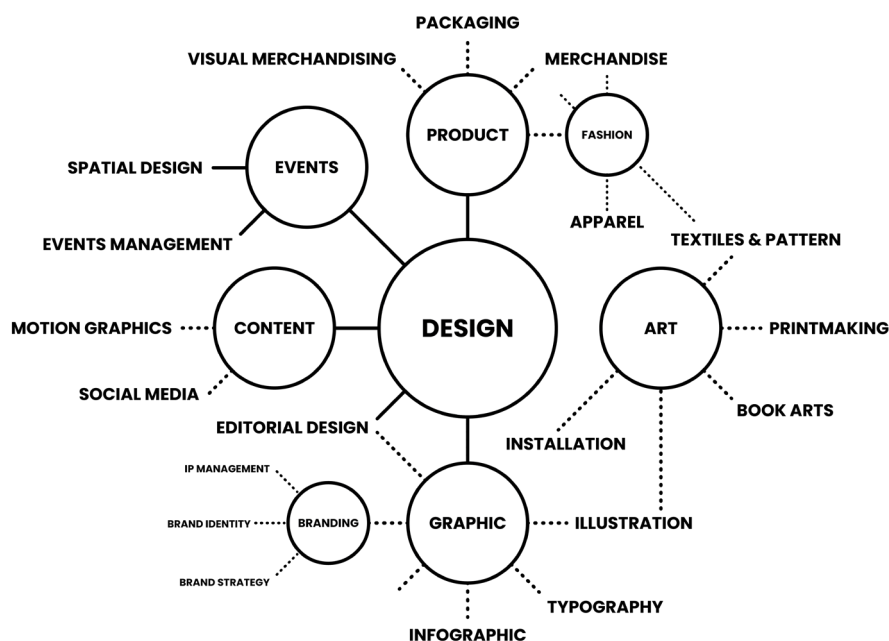
### 2014

NOISE The Apprenticeship Program 2014 Apprentice

TRANSMISSION:LAB 2014 Apprentice

(Organized by PHUNK, Singapore)

## SKILL PROFICIENCY



Software: Adobe Photoshop, InDesign, Illustrator, After Effects, Microsoft suite, Wix Editor

Social Media: Brand-specific content, GIFS, animated content

Print design: Editorial, branding, merchandising, packaging, textiles

Events: Wayfinding graphics, event collaterals, promotional materials, Exhibition design, Space planning

Digital: Web graphics, Website design, Animated content, UI/UX design

Analog: Book-arts, Drawing, Visual Merchandising, Printmaking, Illustration

Management: Curation, IP Management, Events and Exhibition planning, Arts management