Tan Chyi

Brand and Product Designer

Malaysia | pascalchyi@gmail.com | 6012-4718202 | tan-chyi.vercel.app | linkedin.com/in/tan-chyi-1834b41b2 | behance.net/tanchyi

SUMMARY

Brand and product designer with 7 years of experience in brand identity, visual design, content and photography. Builds identity systems and product UI for AI, SaaS and consumer brands, using AI tools from research to prototype.

EXPERIENCE

Product Designer, A47 Media — Sep 2026 - Present

- Unified the Creator Studio and the website under one brand identity after the two had drifted into separate visual languages.
- Designed and prototyped the new homepage, live at a47media.com, and the Creator Studio UI in Figma with the engineering team.
- Led competitor research across 15 AI creative tool homepages, and built personas and a user journey to set the design direction.

Founder and Brand Designer, Pascal — Mar 2026 - Present

- Run a brand studio for startups, tech and service businesses, with 2 website design projects launched and 3 content marketing projects completed to date.

Creative Strategist, Paperballad & Co. — Jan 2026 - Mar 2026

- Led brand advisory and creative direction for 4 concurrent client accounts in sustainability, aesthetics, FMCG and consumer lifestyle.
- Presented positioning and content strategy directly to clients, keeping each brand's voice and visuals consistent.
- Produced reels from script to edit, and onboarded and briefed freelancers to meet deadlines.

Senior Content Marketing Associate, Grof Pte Ltd (Remote, Singapore) — Nov 2022 - Dec 2025

- Repositioned Sprout Asia as Grof: ran the positioning workshop, wrote the positioning statement, and built the brand guidelines, social templates, swag and email signatures around the new logo.
- Redesigned the website and blog pages, lifting event sign-ups by 111%.
- Grew organic traffic by 49% in 6 months through content strategy and UX improvements.
- Directed the creative for the Grof app launch: value proposition, messaging and campaign assets across channels.
- Promoted from Content Marketing Associate.

Co-founder and Brand Designer, After Work Bakes — Aug 2024 - Mar 2025

- Created the brand identity from scratch: name, mascot illustration, packaging, photography and market stall.
- Reached RM30,000 in sales in 3 months with no paid advertising, through organic content and word of mouth.
- Sold out weekly and was stocked by local organic retailers Justlife and Green Bamboo.

Marketing Executive, Platform Hospitality Group (Botanica + Co, Entier) — Jan 2021 - Oct 2022

- Produced product campaigns, product photography and outlet launch videos for upscale cafe and restaurant concepts in Kuala Lumpur.
- Maintained brand consistency across outlets and marketing materials for a multi-concept F&B group.
- Supported influencer and media collaborations that drove full-house openings for new cafe launches.
- Promoted from Marketing Communications Intern.

Pioneer Team and Event Crew (Part-time), myBurgerLab — Apr 2018 - Jun 2021

- Opened the MyTown and Bangsar outlets as pioneer crew, and represented the brand at Urbanscapes, Tiffin and Bon Odori.

3D Generalist Intern, Gorilla Studio — 2017

- Created motion graphics and video compositing for commercial breaks on Astro television.

PROJECTS

Portfolio Website | tan-chyi.vercel.app

- Designed in Figma and built in HTML, CSS and JavaScript with AI-assisted coding, including animated brand breakdowns.

Pocket Personal Trainer

- Designed and built a web app for logging meals and workouts.

Rattan Talks Podcast | youtube.com/@rattantalkspod

- Run a podcast about relationships and life advice that helps women navigate life.

SKILLS

Brand Identity, Visual Identity Systems, Brand Guidelines, Brand Positioning, Typography, Illustration, Mascot Design, Packaging Design, Art Direction, UI Design, UX Research, Personas and User Journeys, Prototyping, Web Design, Photography, Video Editing, Motion Graphics, HTML, CSS, JavaScript, Client Presentations, Workshop Facilitation

TOOLS

Figma, Adobe Creative Suite (Illustrator, Photoshop, Lightroom), Canva, Notion, Semrush, ChatGPT, Claude Code

EDUCATION

BA (Hons) Communication, Lancaster University / Sunway University Aug 2018 - Aug 2021
Second Upper Class Honours, CGPA 3.50