



XIANGTING SU

SENIOR 3D VISUALISER

ONE MONTH'S NOTICE

xiangtingsu.com
xiangting.su@gmail.com
linkedin.com/in/xiangtingsu
(65) 9845 3807
Jurong West, Singapore
Singaporean



3D Digital Animation
BA (Hons) 1st Class Dean's List
NTU Sch of Art, Design & Media
2011 - 2015

Film and Ceramic Studies
Hanyang Uni, Seoul, S. Korea
Summer 2014

3D Animation and Games Art
Uni of Hertfordshire, UK
Aug 2013 - Jan 2014

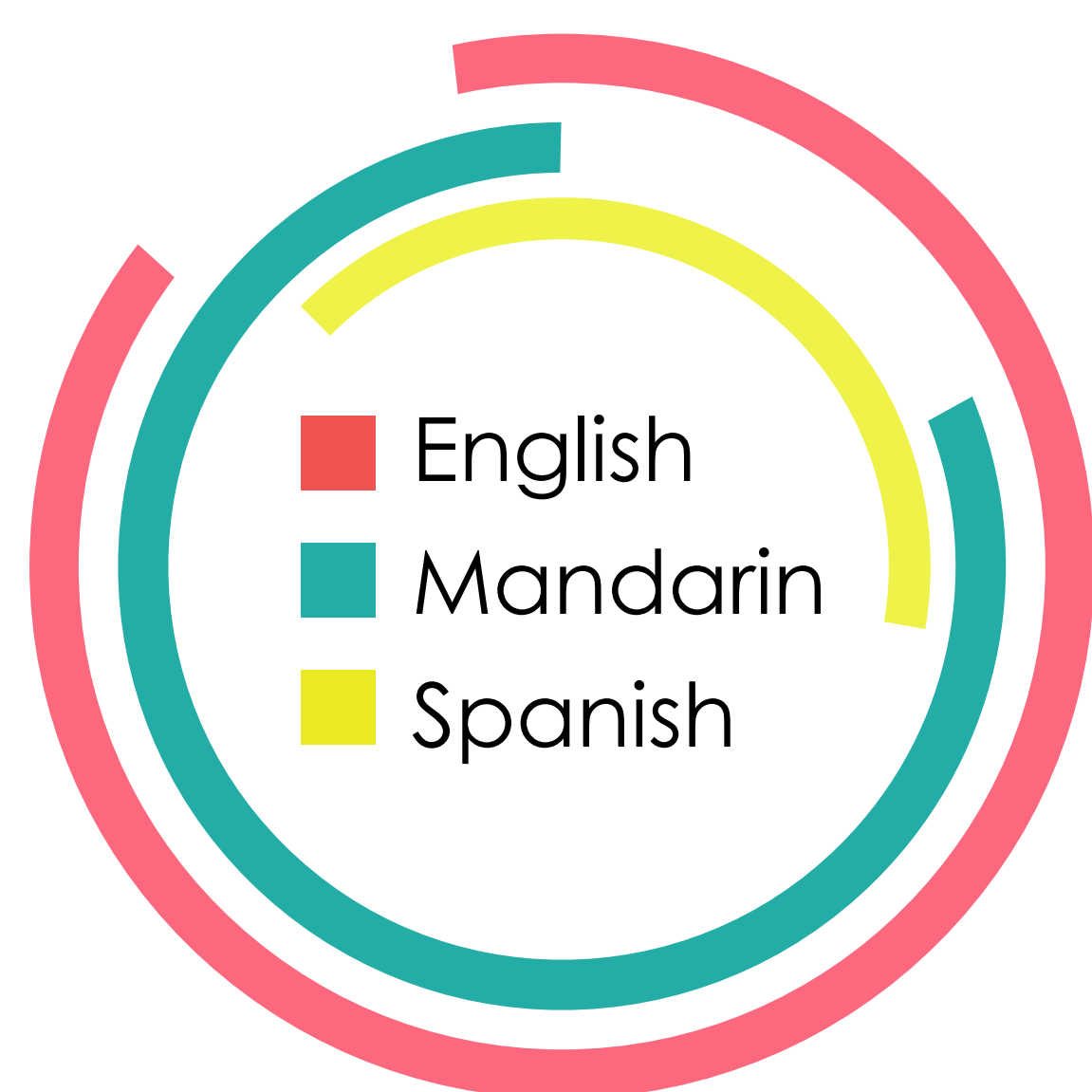
Interactive Digital Media
Dip with Merit (Sliver Medalist)
Singapore Poly
2008 - 2011

Ed Hooks Masterclass
Acting for Animators
2014

Pixar Masterclass
Animation & Story Dev
Andrew Gordon & Mathew Luhn
2013

Dev Learning Solutions
Foundations of iPhone
Programming
2010

SG Chi Chamber Inst of Business
Eng | Mandarin Translation
2005



New Art Gallery Exhibition
Barcelona, Spain
2015

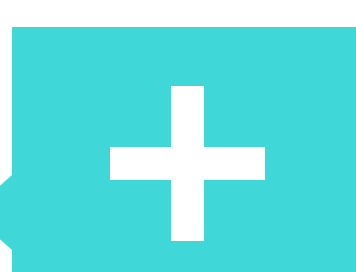
SIGGRAPH Asia
Hong Kong & Shen Zhen, China
2011 |& 2013

NYC Overseas Comm Service
Ho Chi Minh City, Vietnam
2010

SP Photography Study Trip
Shangri-La, Yunnan China
2009

NLB Weekly Volunteering
KidsREAD programme
2008 - 2010

Mission Trip
Cebu, Philippines
2006



INTERNATIONAL QUALIFICATIONS & EXPERIENCE

Anthology Pte Ltd
Senior 3D Experiential Visualiser
UI/UX Creative
May 2018 - Present

Visionnaire Createur D'Evenements
3D Visualiser
Luxury Events Experiential Designer
Mar 2017 – May 2018

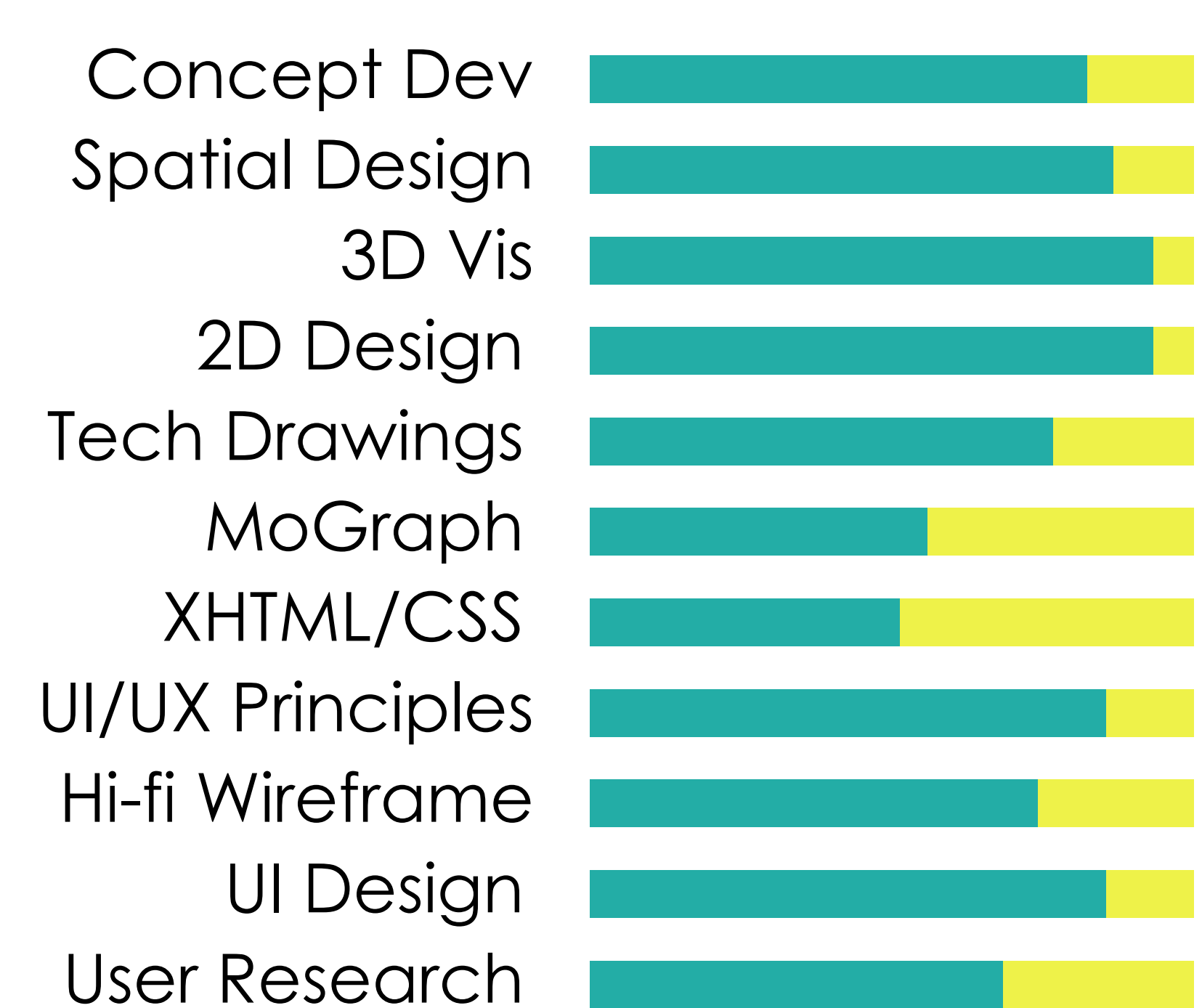
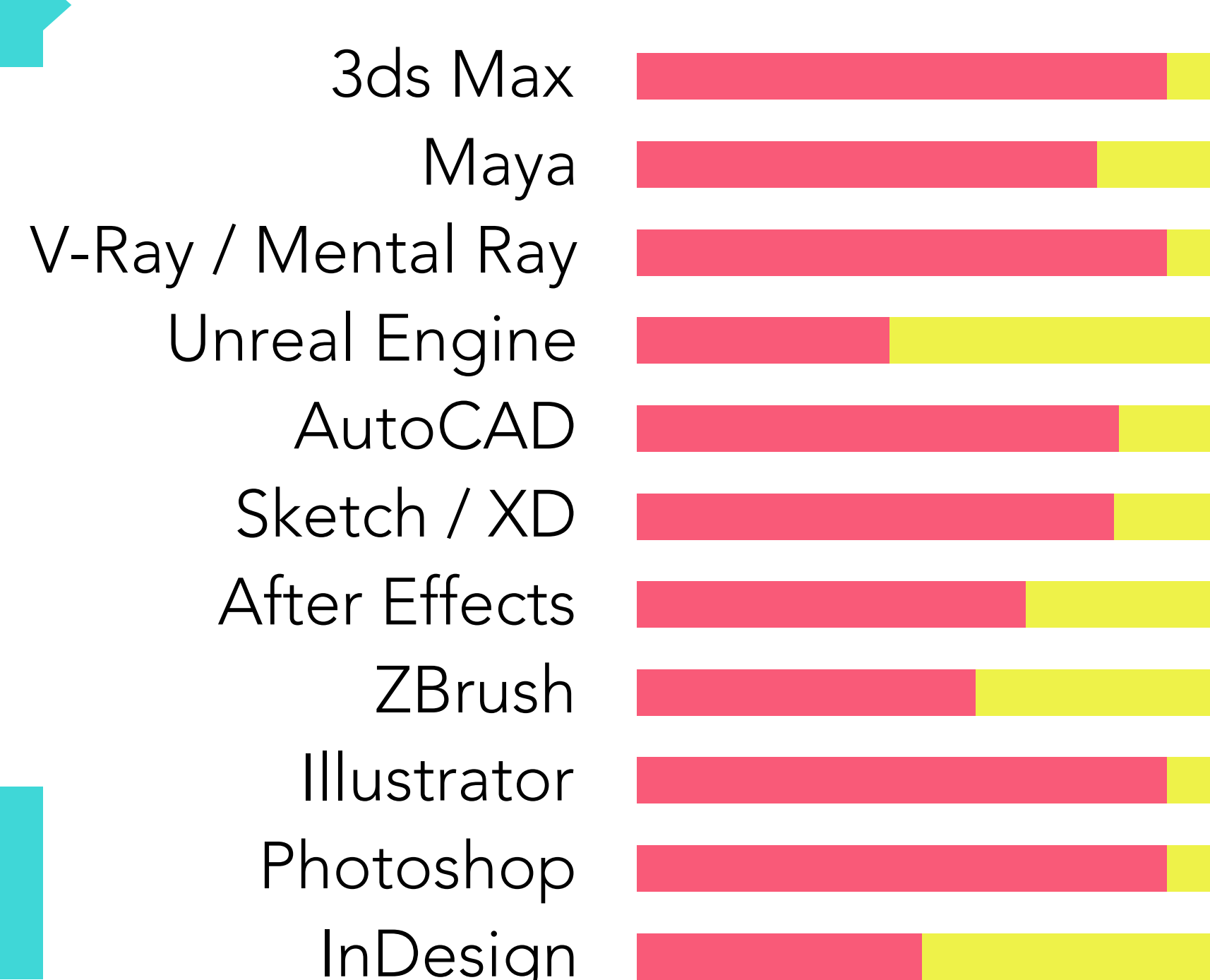
Multiples Across 9 Countries
South America
Travelling Digital Specialist
Aug 2015 – Jan 2017

A*STAR I2R
3D Generalist in Human Factors
July – Sept 2013
CGI Interactive Designer & Developer
May - July 2011

Motorola Applied Research and Technology Centre
Chicago, Illinois, USA
Andoid Developer & Interface Designer
April - Sept 2010

Wei Art Gallery
Art Gallery Promoter
June 2008 - June 2009

2016 Awarded NYFA for Best Writing and Best Animated Film
2016 Featured in Lian He Zao Bao Newspaper for NYFA
2011 Infinite Frameworks Silver Medal
2011 Featured in Playworks Magazine titled "Hurray for Hollywood"
2010 Sponsored for NUS-MDA Singapore Hollywood Attachment Programme
2009 Awarded the SP Certificate of Commendation for Academic Excellence
2009 Elected School Coordinator of SP BP Mentoring Club
2006 Elected Secretary of PJC Astronomy Club
2006 Represented PJC as team leader for NUS-NTU AstroChallenge





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Overview

Being a 2D|3D visual creator and also an interactive UI/UX designer, Xiangting strives to explore the potential cross-pollinations of using dimensionality in cutting-edge interactive technologies and forms to craft experiential designs. Her creative experiences span working across international borders from the States, South America, Spain to Asia pivoting on creating impactful and immersive visual experiences. Breaking paradigms and constantly venturing into the unknowns are part of her game arena.

She is highly proficient in 3ds Max, V-Ray, AutoCAD and is well-versed across the Adobe Suite CC. More importantly, with her added 3D expertise and a strong creative acumen, she is constantly striving to add an extra edge and depth even to her 2D designs and 4D explorations.

She is currently with Anthology, a marketing and communications creative agency as a senior 3D Visualiser | UI/UX designer, crafting large-scale immersive and interactive sensory experiences for global brands such as Bloomberg, Google, UBS etc. shaping brands and sparking imaginations.

Anthology Pte Ltd

Senior 3D Experiential Visualiser | UI/UX Designer

May 2018 – Present

- Fronting the UI/UX design using affinity mapping, user journey maps, lo-fi/ hi-fi prototypes for web/mobile app while working closely with developers to tap on the Augmented Reality (AR) and Virtual Reality (VR) and other emerging trends.
- Taking on the cross-functional role of a 3D Visualiser and Event Experiential Designer while overseeing the conceptualisation to execution.
- Attend clients' meetings and distill project briefs and crafting them into targeted design touch-points i.e. experiential spatial designs, 2D marketing collaterals/ mographs, 3D built-ups and online marketing etc.
- Conceptualise novel creative directions and craft large-scale immersive and interactive sensory experiences for events, boot camps, activations that challenge conventions.
- Render photorealistic 3D visualisations using 3ds Max and V-Ray with post-productions and construct technical drawings using AutoCAD for actual executions.
- Spearhead the team and lead them to collectively produce quality works and designs.
- Clients include Bloomberg, Google, Harley Davidson, SGX, Supreme Court, UBS etc.

Visionnaire Createur D'Evenements

3D Visualiser | Luxury Events Experiential Designer

Mar 2017 – May 2018

- Challenged conventions and conceptualised complete spatial designs and tailored unique themes according to the different venue spaces while crafted immersive and premium brand experiences for luxury events.
- Proposed and elucidated fresh, visceral design ideas and solutions and communicated them across all levels of the organisation with 2D perspective sketches, CAD layouts, high quality 3D rendered visuals.
- Fully supported the accounts, operations and productions teams with the full FAs and CAD technical production drawings for actual executions.
- Clients included Bentley, Cartier, Chanel, Chopard, Citroen, Chaumet, Ferdinand Berthoud, Lamborghini, Maserati, Microsoft, Montblanc etc.

Travelling 2D|3D Digital Specialist & Muralist

Argentina, Brazil, Bolivia, Chile, Colombia, Ecuador, Peru, Uruguay, Italy, Spain, Germany

Aug 2015 – Mar 2017

Exhibitions:

2015 - Exhibited at New Art Gallery, Barcelona, Spain

Partnerships:

2016 - Municipilidad de Ushuaia, Argentina
2016 - Asociación Fueguina de Actividades Subacuáticas y Náuticas, AFASyN, Ushuaia, Argentina
2016 - Casa de la Cutural, Ushuaia, Argentina
2016 - Paico Casa de Arte, Bariloche, Argentina
2016 - Rancho Grande, El Chaltén, Argentina
2016 - Freeride Pucon, Pucon, Chile
2016 - Etnico House, Pucon, Chile
2016 - Escuela Nuestra Señora de la Fátima, Pucon, Chile
2016 - Latinoamericanohostel, Valparaíso, Chile
2016 - Eco Toconar, San Pedro de Atacama, Chile
2016 - Tierrasur, Arequipa, Peru
2016 - Qoyllurwasi, Arequipa, Peru
2015 - Angeles del Mar, Mancora, Peru
2015 - Hotel Mirador, Cartagena, Colombia

- Interpreted clients' visions and translated them into tangible deliverables and highly tailored design solutions.

- Designed the UI/UX for websites, ATL advertisements including large-scale print productions, TTL social media marketing and BTL marketing collaterals including flyers and EDMs, identity designs such as logos, digital imaging and editing, large scale mural paintings, mographs, and 3D visualisations.



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Institute for Infocomm Research (I2R) A*STAR

Contract 3D Generalist in Human Factors

Jul 2013 – Sep 2013

- Created accurate 3D visualisations for product prototypes and exhibition spaces.
- Crafted user-centric UI designs and leveraged on user feedback to drive and enhance the UX of a cutting-edge Aviation Simulator.
- Collaborated with front-end developers and engineers to resolve UI/UX issues.
- Evaluated and recommended suitable design implementations with the latest user design concepts and software developments to remain competitive in the industry.

Institute for Infocomm Research (I2R) A*STAR

Contract Computer Generated Imagery (CGI) Designer and Interactive Developer

May 2011 – Jul 2011

- Performed UX evaluation through weekly on-site User Research, Usability Testing for the UX design of a shadow-detection game.
- Created speedy UI modifications/ iterations based on UX data.
- Delved in the Android development and researching of an audio mobile remote app.

Argentra Solutions Pte Ltd

Contract Graphical User Interface (GUI) Designer

Mar 2011 – May 2011

- Art directed and designed the client, dispatcher, server UI of an entire print management system.
- Expedited seamless coordination with the development team with the GUI assets and provided responsive design support.

Motorola Applied Research and Technology Centre

Android Developer and Interface Designer Intern Chicago, Illinois, United States

Apr 2010 – Oct 2010

- Selected as one of 30 students nationwide for the sponsored NUS-MDA Singapore Hollywood Attachment Programme (NUS-MDA SHAPE) for high-achieving students based on leadership potential and academic success.
- Fronted UI/UX design of several mobile apps research.
- Developed workable prototypes using Android Simulator and Java programming.
- Collaborated closely with other developers and successfully implemented the backend JSON framework to the working prototypes.

Wei Art Gallery

Art Gallery Curator and Promoter

Jun 2008 – Jun 2009

- Curated and promoted local art pieces.

Singapore Tourism Board

Events, Brands and Legislative Coordinator

July 2007 – April 2008

- Fully coordinated Singapore's tourist guide examinations and related events.
- Supported the editing of photo submissions.
- Seamless liaison with attractions like Jurong Bird Park, Singapore Zoo, National Orchid Garden etc. and with transportation companies and chief examiners.
- Provided front-desk and resolution support for calls and emails enquires.