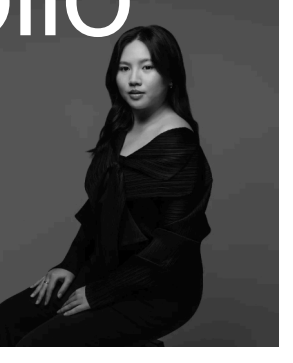
Portfolio '26



BUILDING WORLDS THROUGH BRAND MARKETING, ART DIRECTION AND CONTENT STRATEGY.

Angeline Maytrie Mulia

Hi! I'm Angie.

LASALLE graduate bridging high-concept creative direction with data-driven campaign strategy. Fluent across the **Adobe Creative Suite** and familiar with leveraging **AI** to accelerate planning, content workflows, and data analytics, I turn creative concepts into proven impact, from nationally recognized campaigns to 100k+ views in daily content.

Having worked with global brands across

FMCG, Fashion, and Luxury.

Cetaphil

CHARLES & KEITH

PORSCHE

Venchi 1878

VOGUE SINGAPORE

With scopes spanning:

360° Campaign Direction · Phygital Experience Design · Multi-Market Content Strategy
Editorial & Commercial Image Making · Hands-On Production

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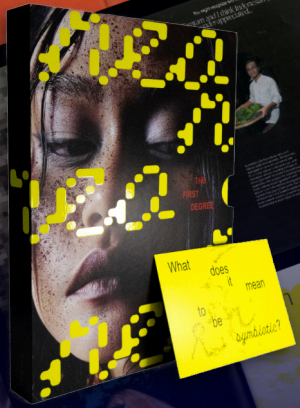
01	NEO	Media & Publishing / Sustainability
02	Vogue Singapore X Charles & Keith	Media & Publishing / Fashion Retail
03	Cetaphil	FMCG / Beauty & Personal Care
04	House of 28 | societyA, NAIIAN, OFFSEASON	Luxury Fashion Retail / Luxury Beauty & Personal Care
05	BEASTCORP	Creative Agency (Automotive, FMCG, Beauty & Personal Care)

Note: Click the respective companies to navigate to the corresponding section immediately.

NEO - A Southeast Asian Publication

Role: Creative Director (Art Direction, Editorial & Production)

A capstone project designed to help solve the problem of declining science media literacy among Gen-Zs. Leading **a cross-functional team of 20+ collaborators** across Southeast Asia through **3 production shoots**, NEO was established across **print, digital, and a physical exhibition** to produce the inaugural issue: a three-chapter publication raising the topic of symbiosis between humanity and nature.



The Brief

Solve the declining of science and climate media literacy among Gen-Z audiences

The Insight

Gen-Z tunes out climate information when it feels clinical and dry in traditional academic formats, but actively engages when data is translated into visually engaging forms.

The Idea

Convert complex ecological science into interactive visual metaphors and tactile material experiences across print and digital formats.







Research Methodology

NEO built on Earth Logic as its core framework, translated through a method I coined myself: Double Semiotic Translation — converting scientific concepts into visual and material metaphors, then validated across 2 user-testing rounds with 10 Gen-Zs to achieve a 100% comprehension rate.

From Thread Binding to Lenticular & UV-Print –
engineered for a tactile, multi-sensory experience.

3 Production Shoots Across 2 Countries –
driving local collaboration throughout Southeast Asia

End-to-end Shoot Direction

Owned complete pre-to-post production—creating moodboards, call sheets, shot lists, and lighting diagrams, while acting as photographer and stylist for two of the shoots.



Phygital & Cross-Channel Strategy

Conducted 3 expert interviews, extending the print publication into web-exclusive audio excerpts listened to through custom headphones reworked with MYCL mycelium leather for a physical exhibition touchpoint.

The Result

Once published, NEO reached **40,000+ organic views** across social platforms, as well as exposure at the **LASALLE Show 2026** and that traction led directly to **2 paid commercial projects** with local clients who found the work as well as being selected a **Top 5 Finalist for the Vogue Talent Prize 2026**.



Vogue Talent Prize 2026 - Top 5 Finalist

Role: Creative Director, Photographer, Stylist, Set Designer

A brand campaign developed for CHARLES & KEITH as part of the Vogue Talent Prize 2026 finalist showcase. Concepted, art directed, and executed in under 3 weeks, SURGE anchors the Chance Turn-Lock Bucket Bag in retrofuturism and Singapore's urban-nature architecture—exploring how youth culture holds nature and futurism both in tension and tandem.







The Brief

Reimagine CHARLES & KEITH's Chance Turn-Lock Bucket Bag through a youthful, retro-futuristic lens in a brand campaign.

The Insight

Today's Singaporean youth are actively shaping the future. Much like Singapore's architecture—where nature is engineered to persist—youth culture thrives by acting as catalysts to shape a new society.

The Idea

SURGE: A high-concept visual campaign positioning the collection at the intersection of urban design, persistence of nature, and youth-led collaboration.

The Execution

Architectural Set Design

Built set props from recycled cardboard inspired by Singapore's landscape—mirroring bougainvillea over concrete flyovers and towers to show nature persisting through urban infrastructure.



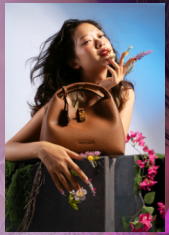
Visual & Photography Direction

Referenced Prada's In Conversation with a Flower and Hugo Comte's work—contrasting industrial silvers and grays against pastel styling using wide-angle perspective play and soft-focus digital grading.



Local Youth Collaboration

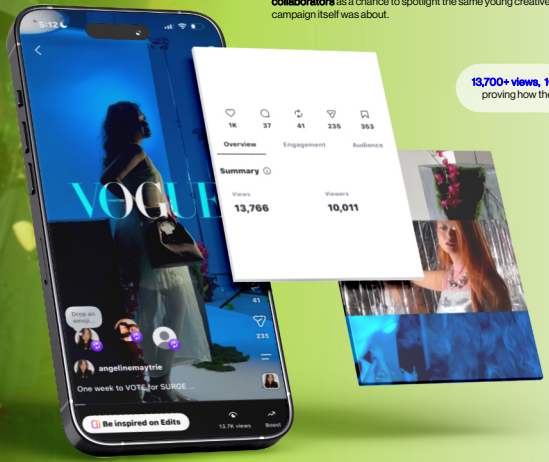
Partnered with a local designer, nail artist, and model to highlight regional talent and subvert the bag's corporate image through fresh, layered styling.



The Result

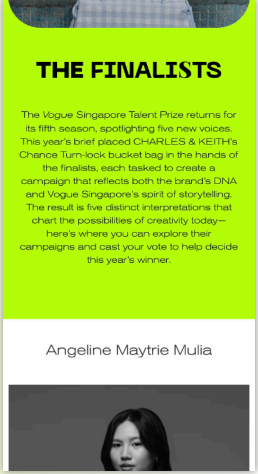
High Engagement Process Reel

A behind-the-scenes recap documenting the set build, styling, and creative decisions behind the campaign — made alongside **local collaborators** as a chance to spotlight the same young creatives the campaign itself was about.



13,700+ views, 10,000+ people, 350+ saves — proving how the creative process resonates.

View here



Read here

Earned Media Feature

SURGE was featured on Vogue.sg with an interview on the concept, references, and process behind the campaign — **external recognition** from a leading fashion publication.

Cetaphil SkinLABS Activation

Role: Graphic Designer

Selected as 1 of 3 designers commissioned for Cetaphil's SkinLabs activation, I designed a set of 10 sticker assets for a tote bag customisation station — one of the pop-up's interactive workshops. Each design paired **playful character illustration with brand messaging** and key product features, translating Cetaphil's clinical positioning into something **youthful and shareable for Gen Zs**.



The Brief

Create custom sticker assets for the Cetaphil SkinLabs pop-up tote bag station, translating the brand's medical skincare identity into interactive, Gen Z-targeted designs.

The Insight

Gen Z loves personalizing their everyday items—laptops, bags, and water bottles—with sarcastic, meme-inspired phrases rather than traditional corporate branding.

The Idea

Subvert popular Gen Z humor and internet catchphrases by fusing them directly with Cetaphil's clinical product features, making scientific skincare fun, relatable, and wearable.

The Execution

10 Assets, 1 of 3 Designers Commissioned– infusing youth into cult classic products.











Molecules & Character Design

Illustrated cute, unisex molecule characters to represent active chemical ingredients, making complex skincare science feel approachable and visually charming..

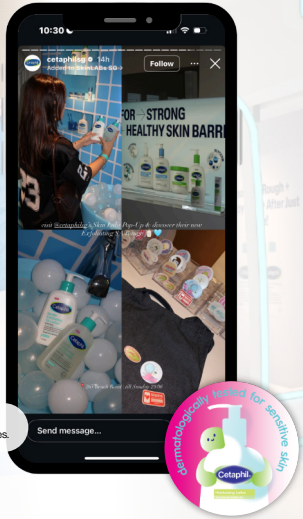
Type & Color Hierarchy

Paired soft pastel color palettes with a contrast of elegant serif typography and Cetaphil's clean sans-serif font to maintain brand recognition while feeling fresh.

Meme-driven Copywriting

Twisted trending Gen Z internet slang into skincare puns, seamlessly bridging clinical features with relatable daily humor.

The Result



Two Most Popular Sticker Designs –
validated by workshop hosts and attendees.

Top Audience Engagement

Designed 2 of the top most popular stickers chosen by attendees throughout the activation, driving high station engagement and organic social sharing.

Commercial Activation Success

Successfully bridged clinical product education with hands-on consumer interaction as 1 of 3 featured regional designers.

House of 28 - Internship

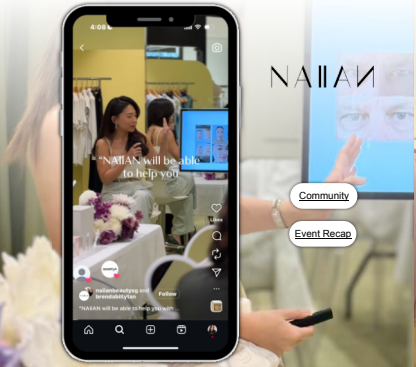
Role: Marketing Intern

House of 28 is a multi-brand company that operates three distinct sub-brands under one roof — NAIIAN (luxury skincare), societyA (multi-label luxury fashion), and OFF-SEASON (discounted designer pieces) — each with a different audience and voice. I worked across all three, **executing and directing marketing strategy** tailored to each brand's specific positioning alongside the Social Media Specialist and Marketing Manager.



30+ Video Content, 60,000+ Views, 3 Varying Markets — showing the importance of syncing brand identity with content strategy and execution

Multi-Market Content Strategy | End-to-End Event Coordination | Live Commerce Revenue



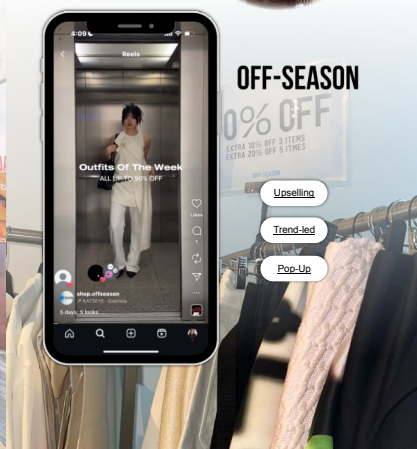
NAIIAN

- Community
- Event Recap



societyA

- Interview 1
- Interview 2
- Activity
- Event Recap
- Trend-led



OFF-SEASON

- Upselling
- Trend-led
- Pop-Up

Note: Click each content category to view selected example created for the brand.



Brand Event Coordination

Assisted in planning and executing **10+ events** across all three brands. Work spanned the **full cycle**: liaising with vendors for cost efficiency, running quality checks on incoming stock, generating leads and UGC through personal invitations, and supporting guest experience on-site through styling and real-time documentation.

Customer Relationship Management

Strengthened CRM by nurturing attendee relationships post-event via **WATI** and feedback forms, sharing documented photos and videos to drive loyalty, repeat attendance, and potential sales conversions.

Strategic UGC Implementation

Boosted turnout by **+50%** at previously low-RSVP event by inviting targeted audiences from **personal network** in the creative industry, resulting in **strong UGC** that amplified brand visibility in a new audience group.

Brand Event Collaborations

STATE PROPERTY FINE JEWELLERY

TAMBAPANNI

UNDA

NODSPARK

Vendors Liason

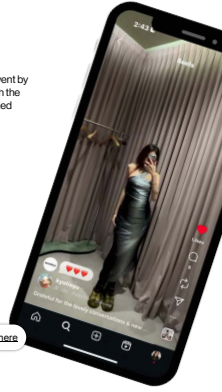
THE GREAT ROOM BY INDUSTRIOUS

Annabelle Patisserie

Luxe le traiteur

and more!

+50% Event Turnout with UGC — done by matching event's purpose with an audience that resonates.



Watch here

Channel Expansion - TikTok Livestream

Co-led planning and executing OFF-SEASON's **first TikTok Live selling initiative** with the Marketing Manager — managing KOL collaborations, monitoring live sessions, and overseeing inventory in real time. The pitch took multiple rounds of internal discussion before approval; once live, it generated $10,000+ in sales within two days, **surpassing two months of prior in-store sales** and establishing live-commerce as a scalable revenue channel for the brand.

$10,000+ SGD in 2 Livestreams –
proving the potential of a new revenue channel





View here

3 New Markets, 1 Identity –
unified through a media asset of the luxury experience

International Market Expansion - Media Asset

For **NAIIAN's expansion** into Jakarta, Kuala Lumpur, and Dubai, the CEO personally entrusted me to edit a dedicated video — compiling masterclass footage I filmed into a **structured asset** that demonstrated the brand's product range and experience to a potential international partner.

BEASTCORP - Internship

Role: Marketing Intern

At BEASTCORP, a regional creative agency handling activations for luxury clients like Porsche, Chanel, and Venchi, I supported end-to-end brand presence online and offline, contributing to **over 6 brands** across luxury automotive, FMCG, furniture and jewelry. My role combined spatial visual merchandising for a showroom activation with multi-brand social content creation, scheduling, and engagement reporting.

Spatial Visual Merchandising

Multi-Account Management

Performance Analytics

LOUIS VUITTON · Thomas Sabo · Takashimaya · Venchi 1878 · VERSACE

RISIS · CHANEL · WingTai Asia · FOX KIDS & BABY

G2000 · LONGCHAMP · BURBERRY · LuxeSTYLE



100+ props curated, sourced under deadline — proving thoughtful curation matters as much as budget.

Porsche Guoco Midtown Showroom

One being the visual merchandising assistant to the Lead Stylist for the Porsche Guoco Midtown Showroom. Under a tight deadline, we executed the layout plan according to the brand's visual identity and I curated props of well over 100 props, from luxury books to display pieces, utilizing platforms like Carousell to enhance **cost efficiency** whilst **maintinging brand identity**, alongside arranging the items on set.

Sol Luminaire

Content Calendars + Performance Reporting

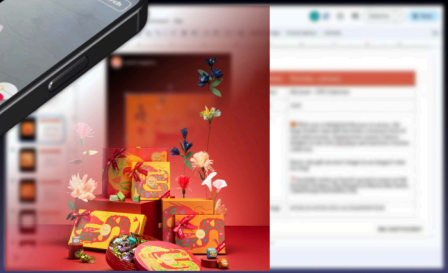
Alongside event support, I managed and executed content calendars for a range of brands — including **Sol Luminaire, Venchi, RISIS, Sabon, and Galerie 5** — writing social copy, filming, editing, and scheduling posts, while using **Iconosquare** and **Meta Business Suite** to analyse engagement and build performance reports.





View here

Venchi 1878









5+ client accounts, content-to-reporting ownership — proving content and analysis work best together.



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