



Sheryl Ong

Design Portfolio





Sheryl Ong

Designer

CONTACT

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PROFILE SUMMARY

A passionate design student with expertise in experiences and interior visual merchandising. Known for bold, detail-oriented designs that blend storytelling with functional aesthetics. Creative designer specializing in experiential retail spaces and visual storytelling. Passionate about merging emotion-driven concepts with innovative design solutions to create immersive brand experiences.

SKILLS

Technical Skill

Model Making



Drawing



Software



SOFT SKILLS

Concept Ideation



Team Leadership



Creative Problem-Solving



Original Thinker



LANGUAGES

- English: Fluent
- Chinese: Basics

EDUCATION

2019 – 2022

ORCHID PARK SECONDARY SCHOOL

- GCE O-Level

2023 – 2026

NANYANG POLYTECHNIC

- Diploma (Experiential Product & Interior Design)
- Scholarship Nominee
- Yr 1 & Yr 2 Director List Recipient (Top 15%)
- Cumulative GPA | 3.95

KEY PROJECTS

Visual Merchandising Gold Medalist

WorldSkills Singapore

- Conceptualised and executed a retail window display in a 3-day WorldSkills Singapore competition, highlighting storytelling, innovation, and efficient execution under pressure.

“Reflection”

Voyage Futura:

The 2050 Experimental Retail Odyssey

- Reimagines future retail and mobility through a Hermès x Mini Cooper concept. Blending luxury, AI, and adaptive materials, it challenges comfort to inspire growth and experiential design.



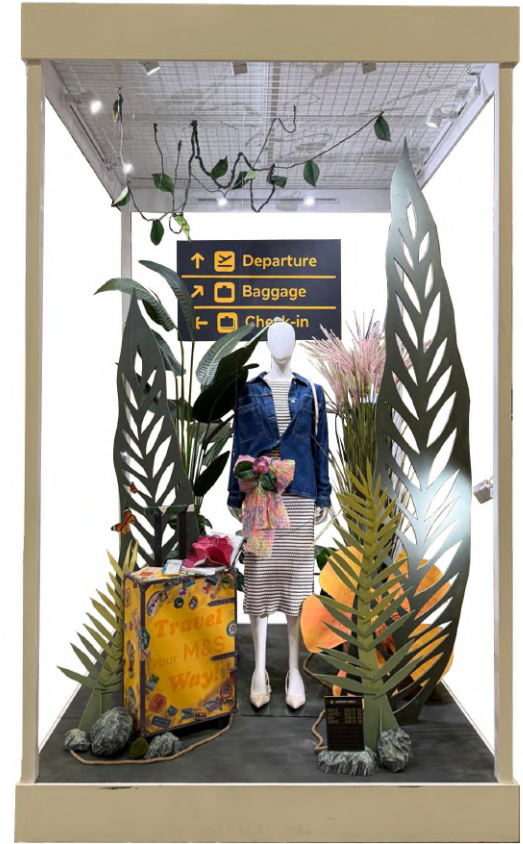


Travel inspired
"Jewel Changi Airport"

2025


worldskills
Singapore

Visual Merchandising





Process gallery



Ideating.

Strategizing.

Constructing.

Assembling.

Cleaning.

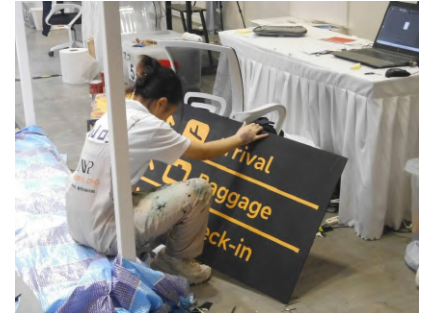
Presenting

01 Innovation & Creativity

02 Design & Implementation

03 Work Safety & Material Usage

04 Work Organisation & Management





Experience gallery

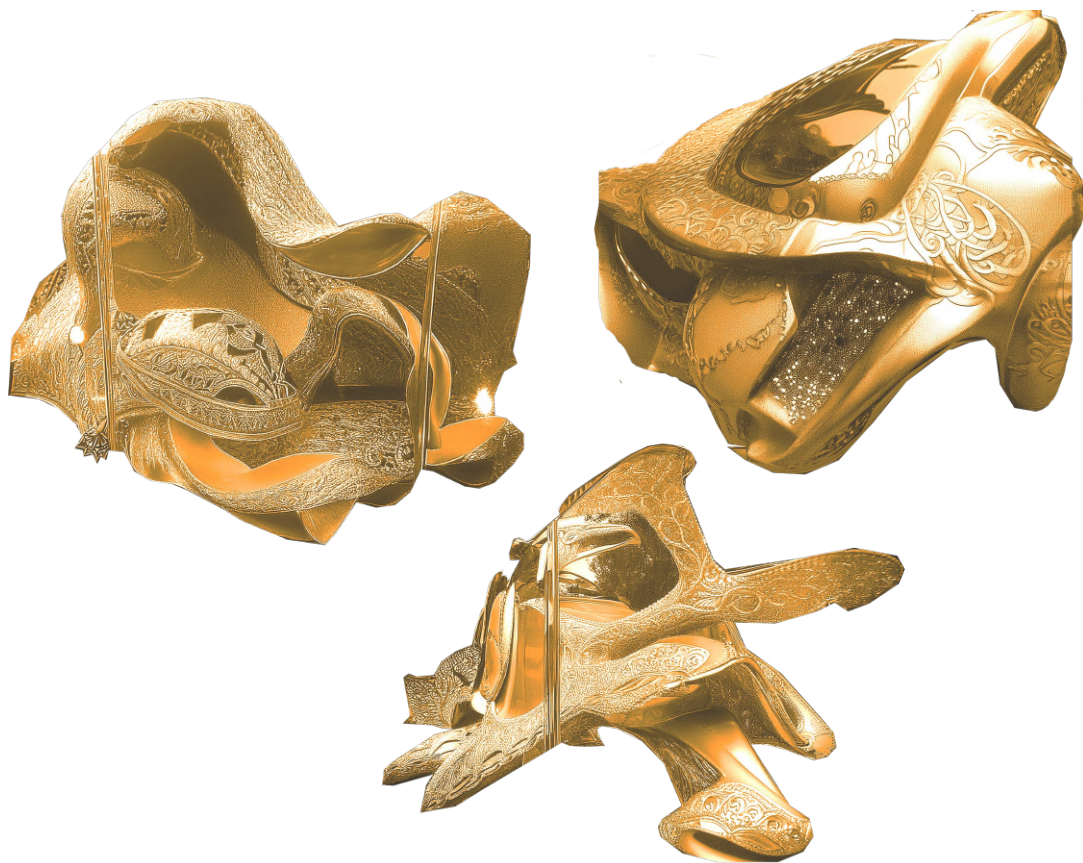
A retail window display in a 3-days competition, gaining hands-on experience in storytelling, innovative design, and efficient execution.





Hermès & Mini Cooper join forces to redefine future transportation and retail.

2024



Reflection

Design for Retail Experience



Overview

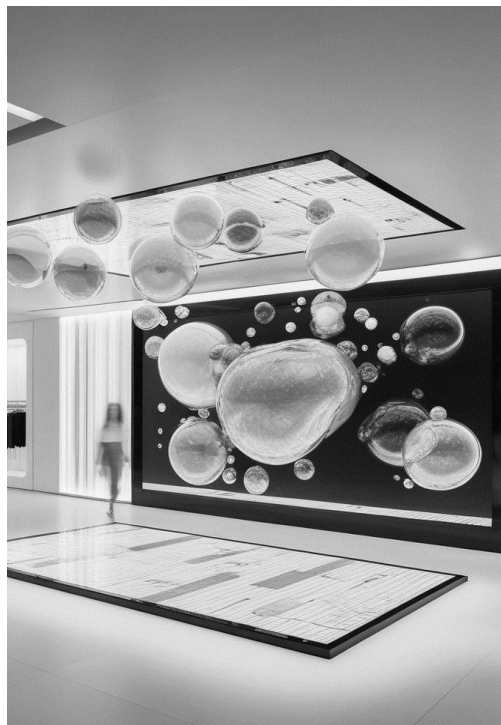
A space where People reflect. Revolutionize transport and retail by creating a unique brand-defined comfort beyond conventional norms. **Comfort only our brands can provide**



Mobility Device



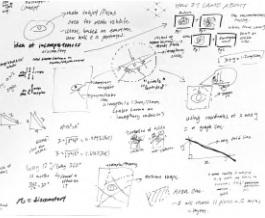
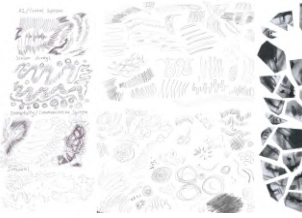
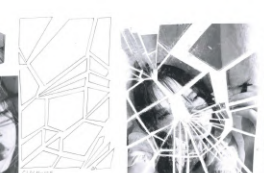
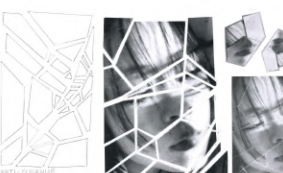
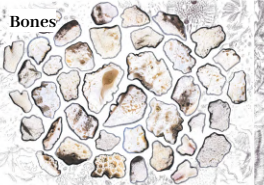
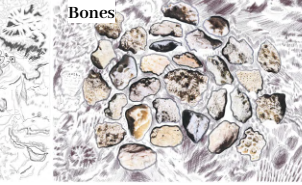
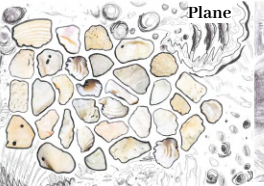
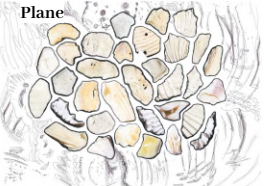
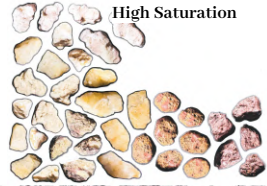
Retail Interior



Interaction



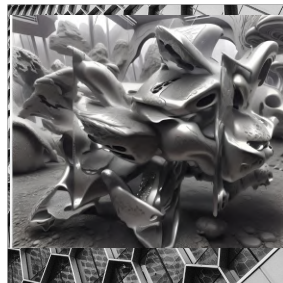
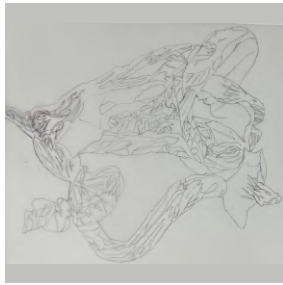
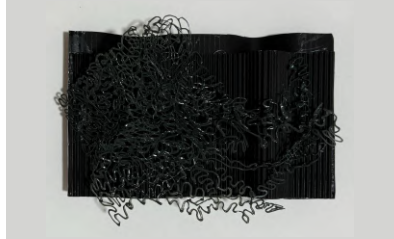
Process gallery





Study Model

Mobility Device

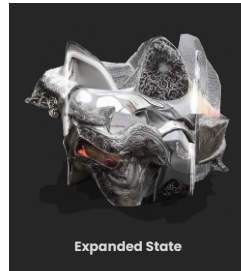
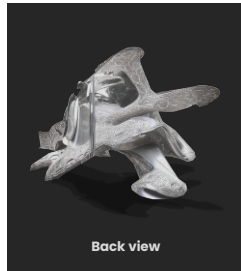
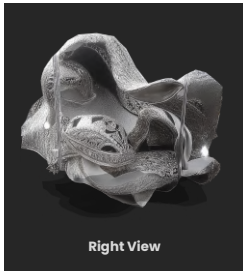




Mobility Device

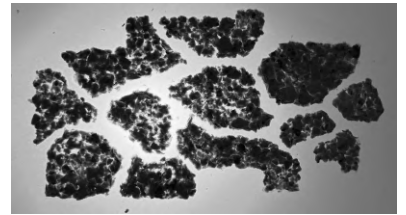
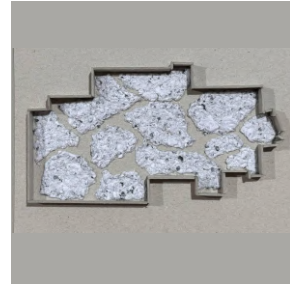
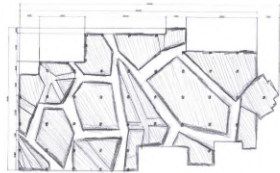
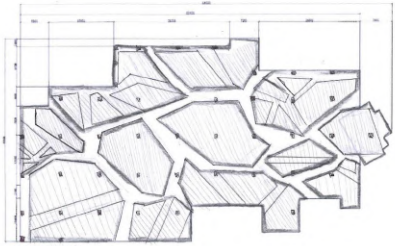
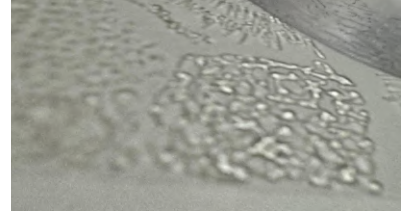
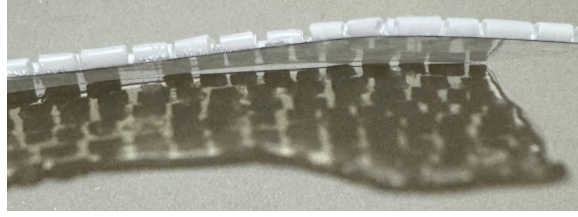
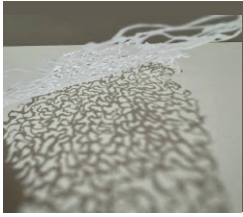
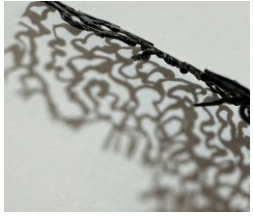
This device encourages users to embrace discomforting feelings, viewing them as positive milestones in life.

1. Promotes growth through embracing and redefining discomfort
2. 360-degree usability
3. Levitates via air pressure and resistance
4. Compact, expandable design
5. Customizable, user-specific exterior details
6. Expansion increases surface area (braking)





Study Model Retail Interior



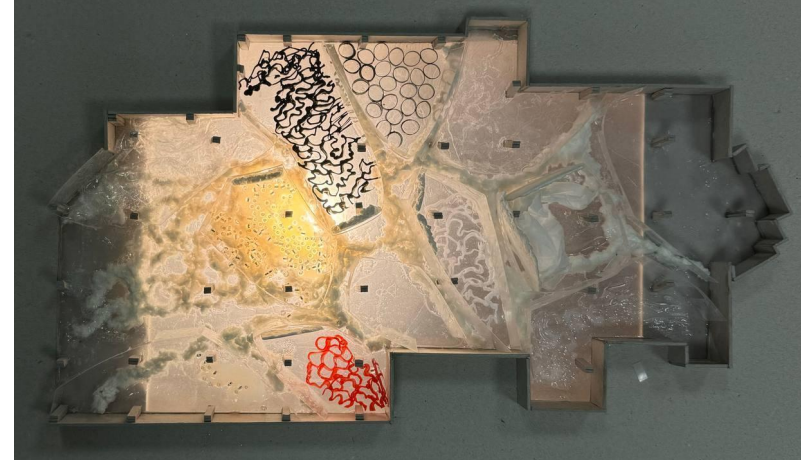


Retail Interior

68 Orchard Road, #01-10 to 22, Plaza Singapura, Singapore 238839

The interior encourages prolonged exploration through interconnected paths and strategic angles. While layouts subtly guide users along a set path, they can deviate by thinking independently. It is a space for reflection.

There are 12 zones, each offering a different Hermès product paired with a matching mobility device component.



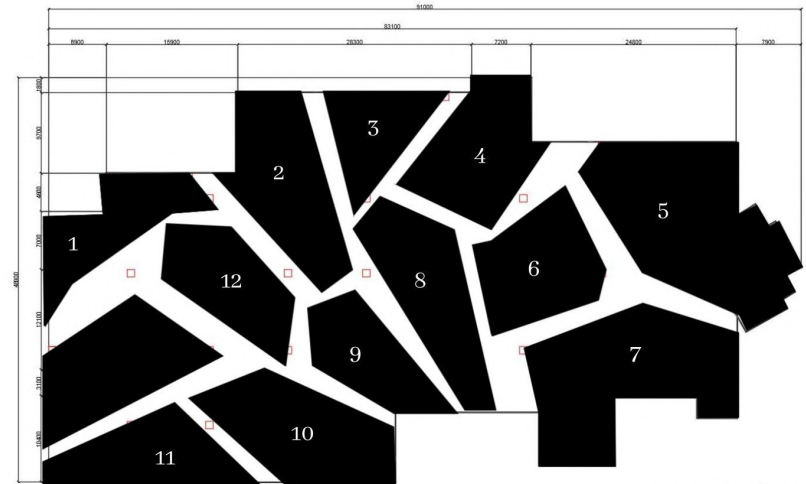
Zones

Mini Cooper

1. Exterior
2. Energy Storage System
3. AI / Control System
4. Chassis / Structural Components
5. Motor / Engine
6. Suspension / Active Damping
7. Sensor Arrays
8. Thermal Management
9. Steering / Autonomous Driving
10. Connectivity / Communication System
11. Interior
12. Focus (Full vehicle display)

Hermès

1. Clothing
2. Silk scarves
3. Watches
4. Leather goods
5. Birkin bags
6. Shoes/Boots
7. Eyewear
8. Home collection
9. Gloves
10. Wallets
11. Kelly bags
12. Focus (new products)



Zoning Plan



Persona Journey

- Black lines are the opaque walls
- White lines are the entrances

Main Entrance

The grand main entrance highlights Zone 12, the central display, which isn't directly accessible, encouraging exploration.

Exploration

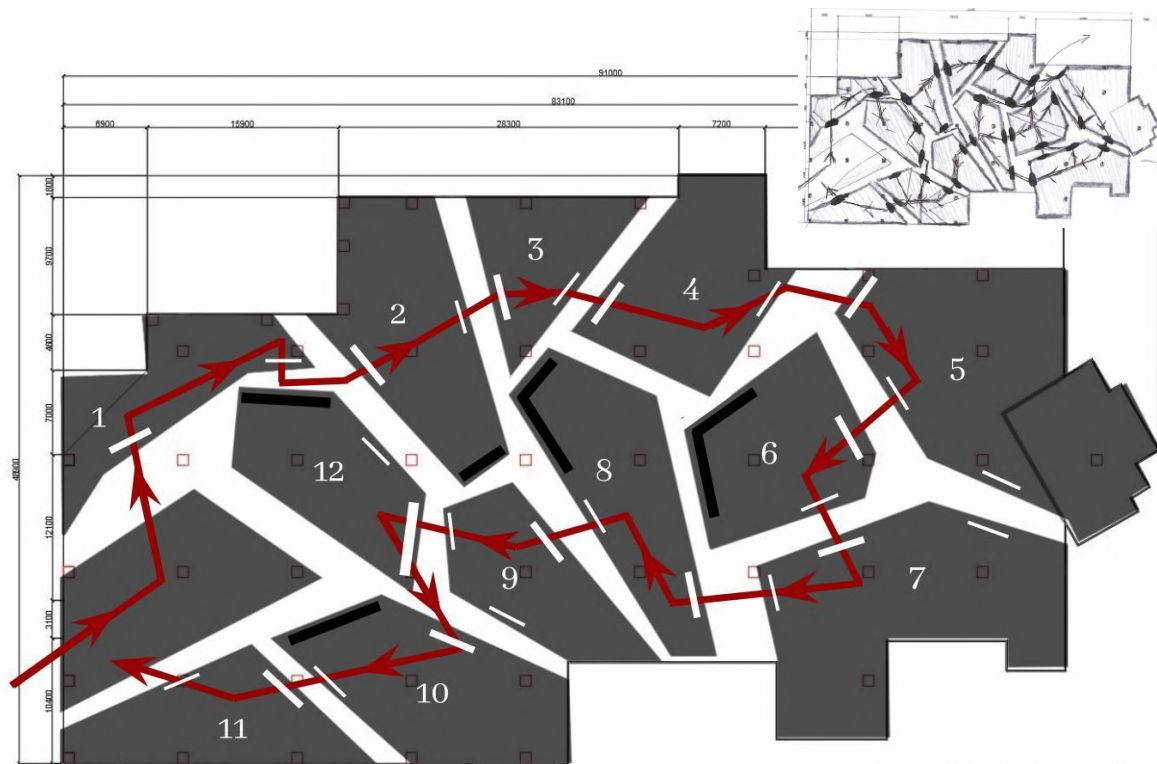
Users are encouraged to explore independently.

Clockwise

Initial exploration is anti-clockwise, but the suggested flow is clockwise, going against instinct.

Instinctive

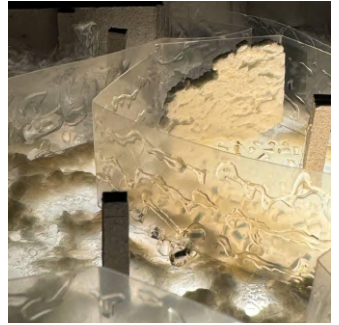
Entrances vary in size; recommended ones are larger.



Journey Map



Gallery
Retail Interior

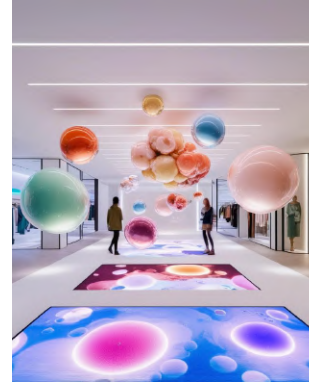




Interaction

Interactive lighting system tracks customers to deliver an empathetic, personalized shopping experience.

1. Customization with real-time visuals
2. Embedded brand storytelling
3. Interactive product catalog
4. Smart suggestions based on preferences
5. Guides to sections & featured items
6. Personalized greetings & recommendations



Colors

Using color as a basis, each persona receives the hue they relate to least, shaping their exploration.

Sentient

Technology will be highly advanced, enabling human-like interactions and imitation of loved ones.

Status

Leveraging individuality and varied interactions to spark comparison and competition.

Adaptable

Connects with the persona, remembering behaviors and conversations for future visits.

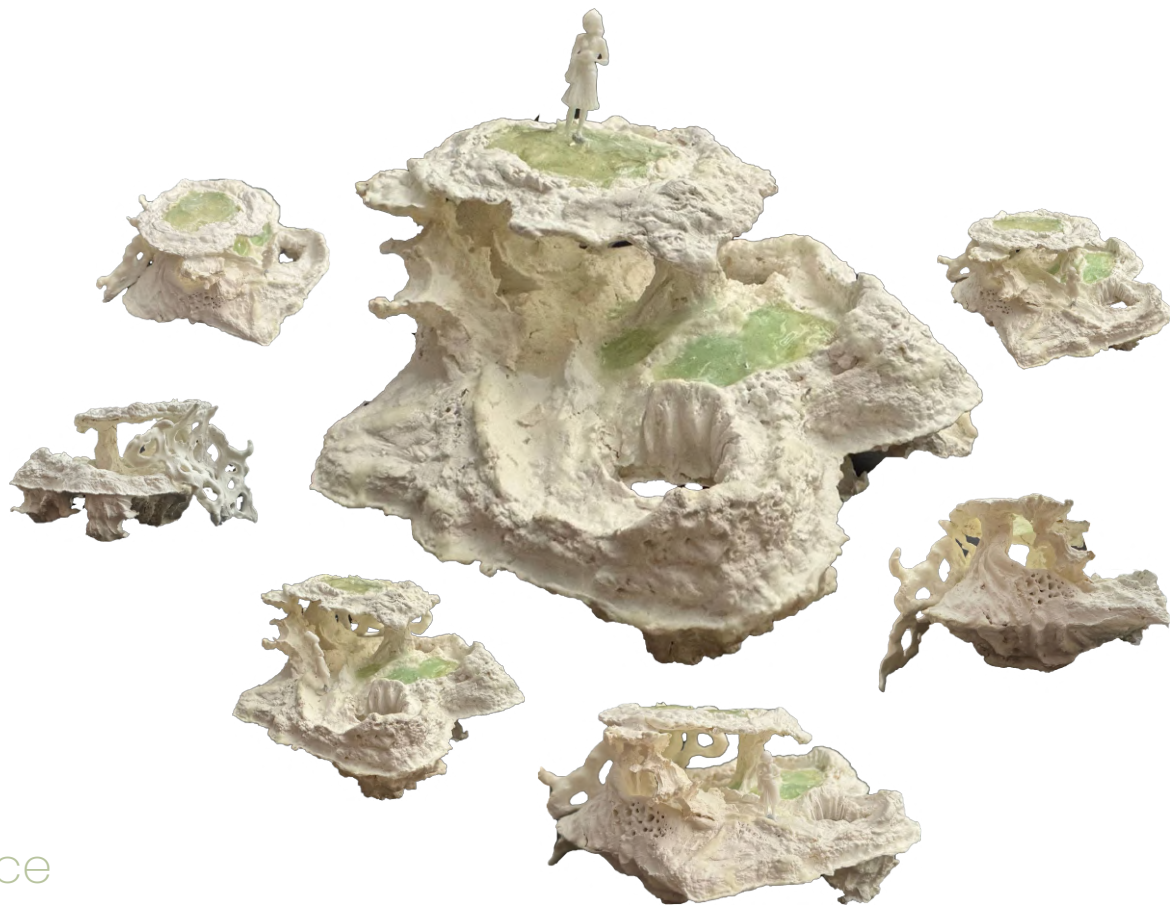
Textures

Distinct textures, make spaces instinctively recognizable. Similar designs create ambiguity. Shadows are "reflections of the self."



Stage design evoking an ethereal space
through emotions and hardwork

2024



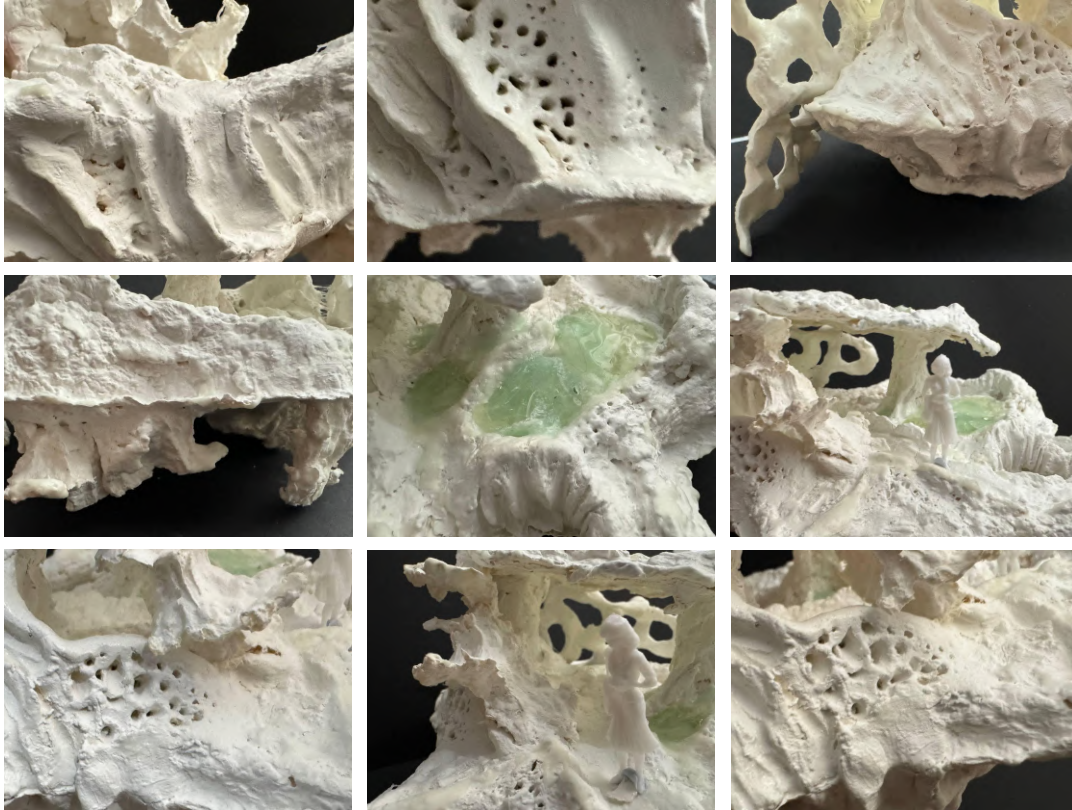
Ascend

Design for Retail Experience



Presentation gallery

Inspired by purging evil from the body, it reflects a chosen journey through pain toward inner cleansing and transformative beauty. The organic, grasping form symbolizes determination, perseverance, and sensitivity.



Presentation Board





Blend of modern mama shop
and Singapore nostalgia

2024



MAMA's Lounge

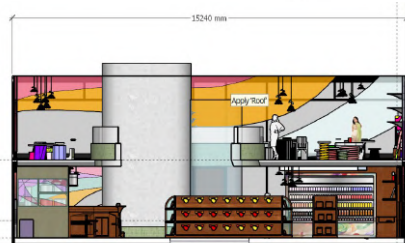
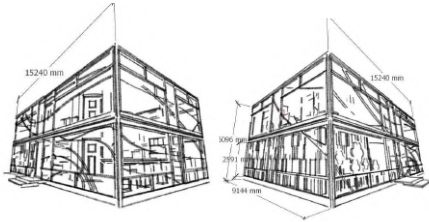
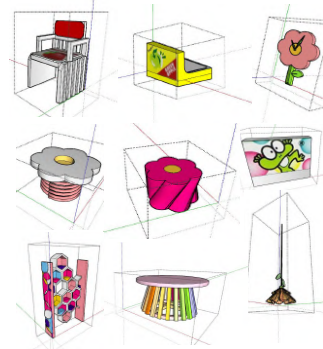
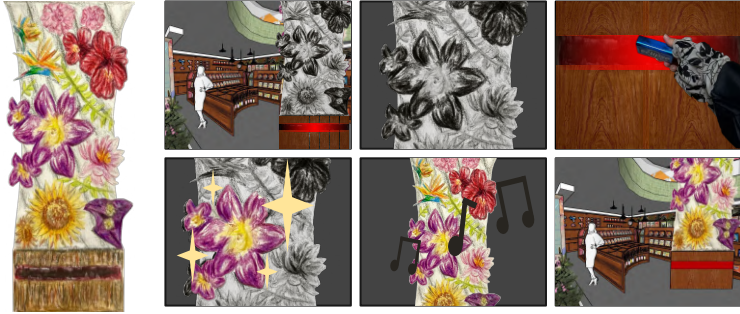
3D Digital Visualisation





Process gallery

A modernised mama shop with a Level 2 social space blends tradition and trend, featuring nostalgic snacks, playground vibes, and Garden by the Bay elements to celebrate Singapore's spirit for the younger generations.



Presentation Board

MAMA'S

A lounge conceptualized as a modernised traditional mama shop. Designed to appeal to all generations, it features nostalgic snacks and toys alongside trendy terms. Set within a playful, colorful space inspired by HDB playgrounds and Gardens by the Bay, it creates a photogenic environment seamlessly blending tradition with modernity, fostering lasting memories.

230486F
Sherry Ong Shi Qi



Approved unanimously by both House
Level One
Level Two

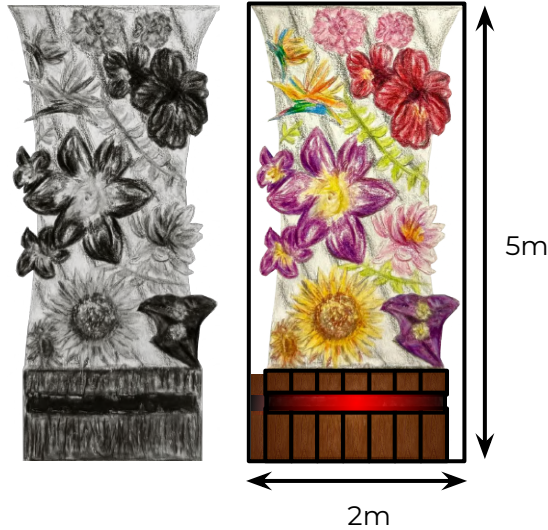
TOP VIEWS



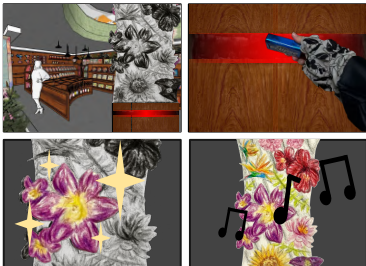


"Treats of Radiance"

Customers use snacks or toys as tickets to experience a magical, nostalgic interaction for all ages.



- Bright colors become more vivid when illuminated
- Features beautiful, vibrant flowers
- White base enhances the visibility of bright flowers
- Curved/twisted structure and floral arrangement
- Bright red scanner lights draw customer attention
- Wooden base aligns with the store's natural theme
- Slightly resembles Gardens by the Bay Supertrees



Attract

- Moving flowers
- Huge size

Scan (Input)

- Scan a purchased product
- Variety of item

Enjoy (Output)

- Outputs
- Sounds
- Movement
- Light

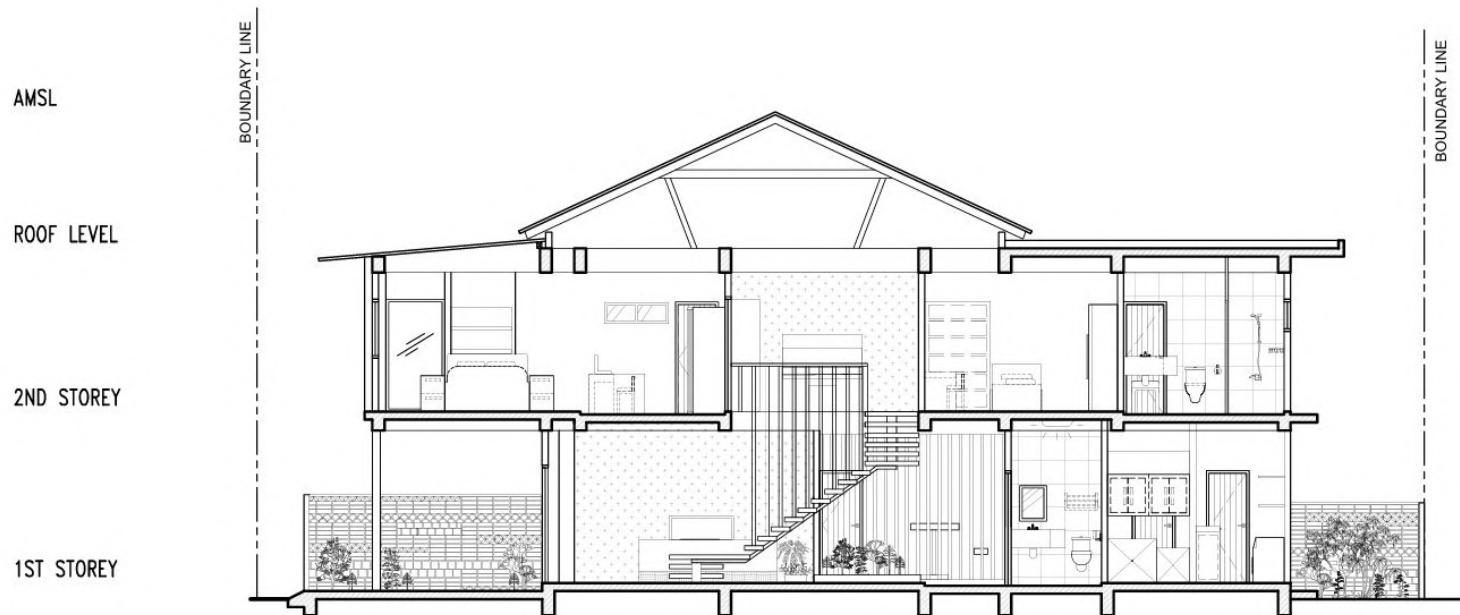
Collab

- Allows collaboration



Lounge Views





Terrace

2D Digital Experience

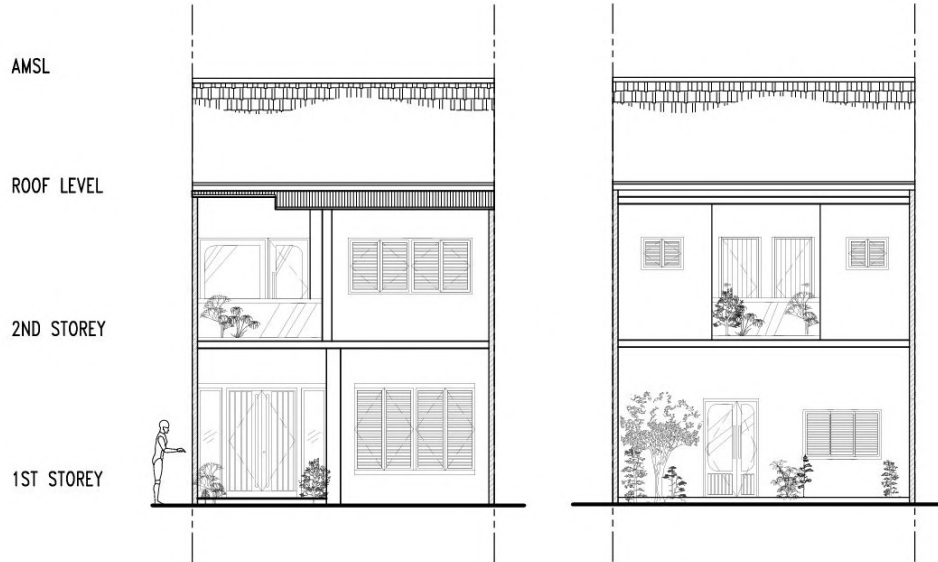
SECTION X-X

SCALE 1:100



Elevations and layout plans

Technical drawings used to aid the experiential and interior concept. Focusing on both appearance/aesthetics and usability.

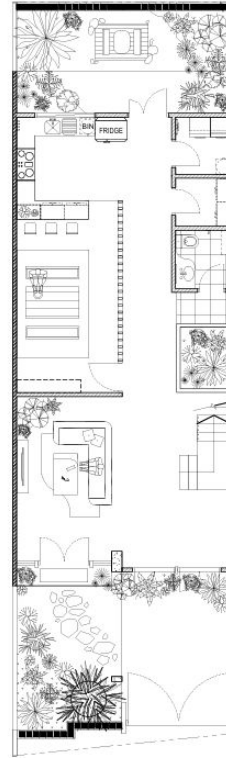


FRONT ELEVATION

SCALE 1:100

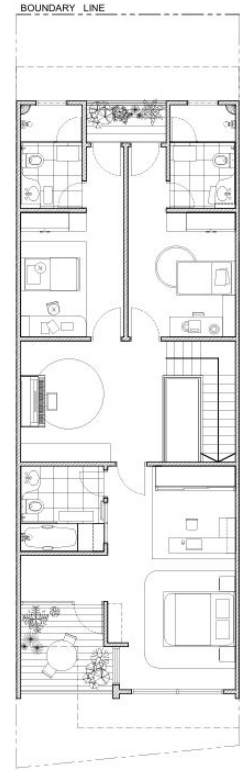
REAR ELEVATION

SCALE 1:100



1ST STOREY PLAN

SCALE 1:100



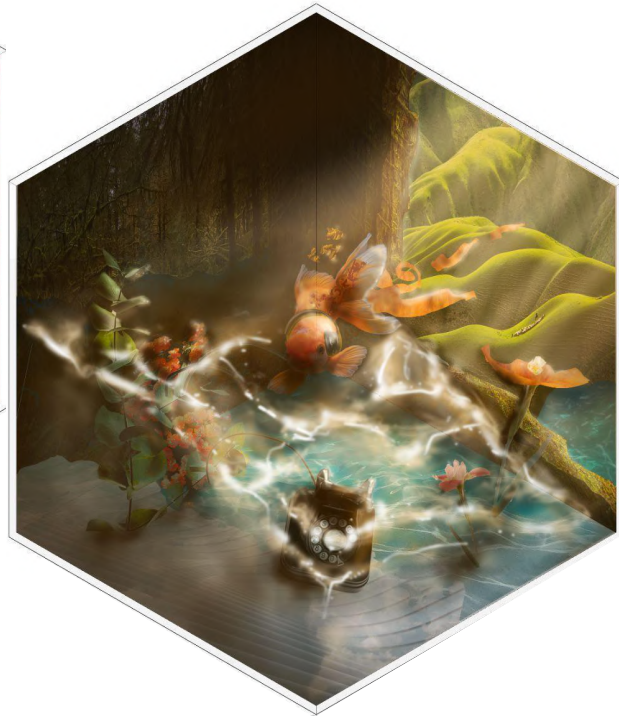
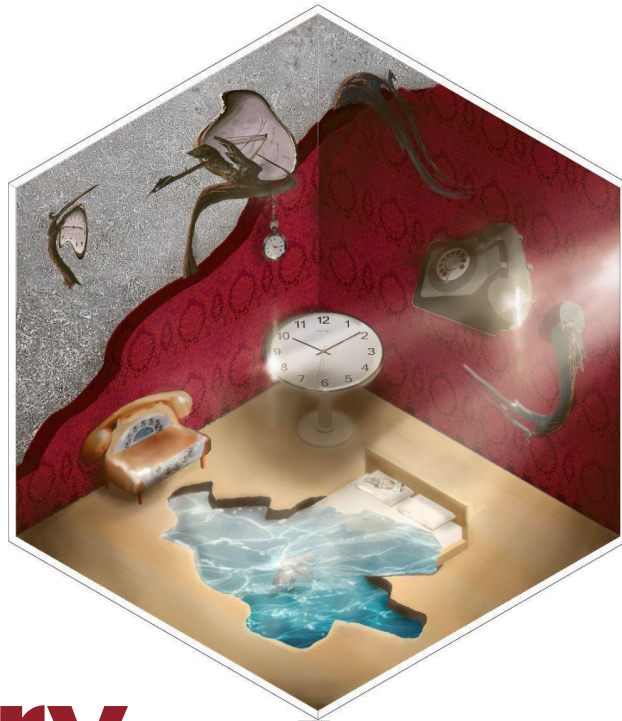
2ND STOREY PLAN

SCALE 1:100



Bringing the meaning of "Sanctuary"
to life through physical embodiment.

2023



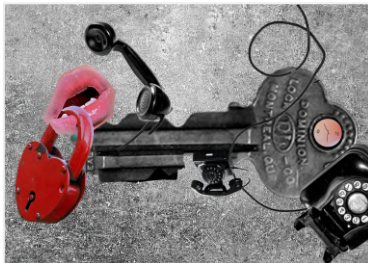
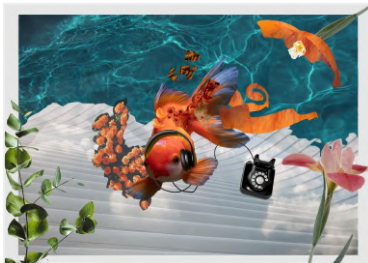
Sanctuary

2D Digital Experience



Process gallery

- 01 Communication
- 02 Connections/bonds
- 03 Sense of security
- 04 Warmth
- 05 Comfort
- 06 Environment
- 07 Timeless
- 08 Preferences / Likes



Presentation Board

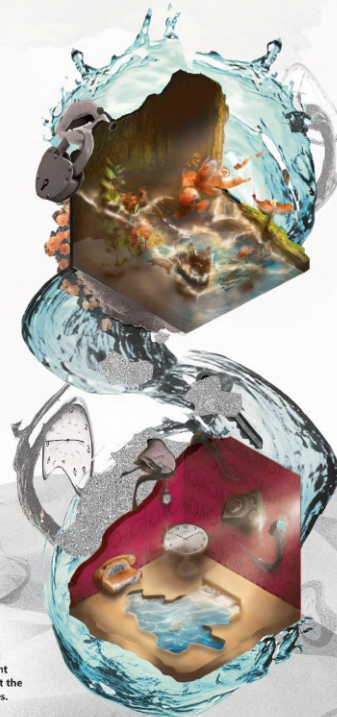
F home o amidst u nothing n d

ENCLOSED COMFORT

To seek comfort in the darkness of an enclosure. Isolated yet connected to the outside world. The beauty of staying in, where warmth and protection are offered. As a free willed goldfish, this is our home. The perfect atmosphere would be made by light shining gently into the cave.

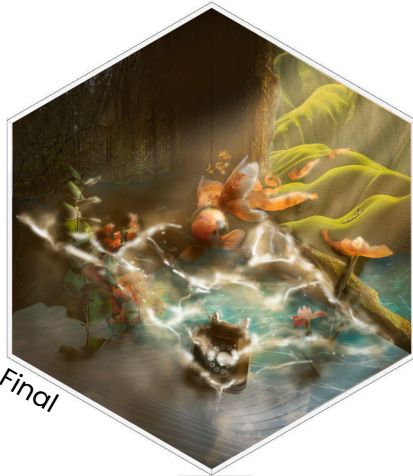
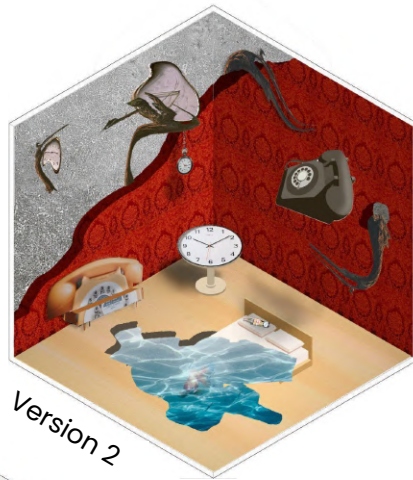
DESERTED BEDROOM

Making home out of noise and nothingness. Where connection is always available. With all the time in the world to calm down. The comfortable bed will start soaking in a warm embrace. Alongside light that should not be too bright as it will hurt the eyes. Yet, not dark as the unknown terrifies.





Rendering Process





Thank you

Let's Create

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Sheryl Ong