

School of Art, Design & Media (NTU)

Late internship application
Updated 20 February 2021

Students: *If this is for credited internship, please bring company into the internship programme as a self-source option upon successful placement. If this is for self-enrichment, the school **will not** intervene and the agreement will be strictly between you and the organization. Please read carefully before committing.*

Name of company:

Innovation Kitchen Pte Ltd

Estimated number of employees:

11

Internship / Freelance work title

Graphic Design Intern (Branding & Packaging)

About the company and no. of intern(s)

1 Intern

Innovation Kitchen is an independent brand design consultancy in Singapore. We believe in the power of brand storytelling, in creating compelling and authentic narratives to connect brands to consumers. We deliver brand design through our brand-out approach – putting brand at the heart of everything we do to drive a constant brand experience across every touchpoint.

In the past 9 years, our team of strategic brand designers and managers have done this for our clients across FMCG categories in the APAC region. These covers a range of scope that includes consumer and market research, brand strategy, portfolio planning, brand and product innovation, visual identity, packaging design and shopper activation.

Some of our clients includes: Coca-Cola, Pepsi Co., F&N, Nestle, Fonterra, Diageo, Treasury Wines Estate, Asia Pacific Breweries, Unilever, P&G, Himalaya, Metholatum, Tata Group, Dairy Farm Group, ITC, Britannia and Citibank

Relevant website and links:

<http://www.innovationkitchen.com.sg> (website down, fixing in progress)
<https://www.instagram.com/innovationkitchensg/>

Internship job scope and responsibilities description:

At Innovation Kitchen, we offer industry experience on how brand design is developed and applied across touchpoints in real life. As a graphic design intern in branding and packaging, you will be part of our small but agile team of designers to conceptualize, actualize and deliver our brand design solutions to our clients. Your responsibilities to support the team

Continue on next page....

will be determined by the projects, stages and their specific needs during the period you are with the team.

These might include:

- Consumer and market research to support relevant trends and insights for specific brands and briefs.
- Brainstorming and ideation to support the creative team's conceptualization at various stages of the design process.
- Mock-ups and adaptations of design artworks.
- Involvement in client presentations and strategic conversations.
- Support with agency materials such as presentation decks and project documentation.

Pre-requisite from candidate (if any):

- Passionate about brand-led thinking and design
- Proficiency with Adobe Creative Suite, especially with Illustrator and Photoshop
- Portfolio supported with relevant sketches and concept thinking
- Possess great visual design sense and eye for detail
- Possess good communication skills to work collaboratively in a team
- Ability to manage your own time and responsibilities
- Initiative in supporting the team and developing own learning experience

Estimated time frame/period

10th May – 17th July 2021.

Allowances

\$1000 per month

Reporting instructions

Office address: 15B Stanley Street, Singapore 068734

Work week: Monday - Friday

Work hours: 9.30am - 6pm

We are working on a rotation in-office and from-home at the moment so reporting instructions to be discussed.

Working equipment / softwares

Student to use his/her own laptop. To be discussed.

Contact person / email to respond to

Carisia Chew

carisia@innovationkitchen.com.sg

Other instructions / comments for applicants

Please ensure that you attach a copy of your CV and a link to your portfolio with your application.