

designs made
for everybody.

divinely simple, really.

yeah yeah, so who's booinc & what can you do for my company?

(an impatient lot, aren't you?)

booinc designs was set up in 2003, to bring balance back to the force (in the design world, of course) - a world corrupted by scroungy college students who hide behind the pseudonym "freelance designers" & a lack of corporate advertising budget. armed with an overseas education, & some trusty side kicks, bound by duty to make our world & its ads more aesthetically pleasing (read : scroungy college students).

we live to breathe some life into design as we all know it. it's about edgy, daring new ideas (of course, only if you're daring enough to try it! if not, there's always the "tried & tested" ... *yawn*), honesty, communication & you - we live to make you, a part of our design.

design doesn't have to cost you an arm & a leg, that's what we believe at booinc... but bearing in mind that we all have bills to pay, our promise to you is agency-worthy work at the fraction of the cost & arty-hero attitude. well, if that doesn't sit well with you, there are always the scroungy college students (just don't say we didn't warn you!).

that's it, divinely simple!

GRACE HUANG, LOVINGLY KNOWN AS BOO TO PEERS & FAMILY, GRADUATED WITH HIGH DISTINCTION FROM THE NATIONAL INSTITUTE OF DESIGN (SWINBURNE UNIVERSITY, MELBOURNE, AUSTRALIA) IN 2004 WITH A BACHELOR IN DESIGN (MULTI-MEDIA).

she graduated from chij katong convent (singapore) in 1999 with a gce 'o' level certificate. following that, she went on to become a student at temasek polytechnic (singapore) & graduated in the top 10% percentile of her cohort in 2003, with a diploma in interactive media design.

in 2001, boo went on to join the singapore repertory theatre young co., where she was trained in theatre & became the publicity manager of the company. as publicity manager, she handled everything from designing the publicity material to overseeing its production & delivery. boo also had to handle press conferences & opening / closing night parties, liaising & inviting other theatre companies & members of the press & media.

with the srt young co., boo had the privilege of interning at m&c saatchi (singapore) whilst working on publicity material for dick lee's re:mix.

under temasek polytechnic's school internship program, she was interviewed & accepted by bluewave asia pacific. upon her graduation from temasek polytechnic, boo was offered a place by bluewave, where she worked on a freelance basis. with bluewave, she worked on projects for : abn amro bank, credit suisse private banking, bintang beer, raffles city & levi's.

in 2004, boo won "the most promising young designer" award from desktop magazine, australia. she also prides herself in becoming the first singaporean accepted into the acclaimed design institute, fabrica, set up by the united colors of benetton.

boo extended her design empire to start graphikate interactive, the interactive arm of graphikate designs, end 2005. there, she has done work for royal china restaurant (raffles hotel singapore), highfive (central singapore cdc), tapestry (central singapore cdc), clap! (central singapore cdc), mayor's imagine fund (central singapore cdc), & cpg productions.

as a freelance web/graphic designer & photographer, boo has produced work for various individuals & corporations, such as buttcheeks bikinis, bluewave asia pacific, ogilvy & mather (singapore), fridae.com & nokia.

languages spoken :

1. english
2. mandarin
3. cantonese
4. italian

computer skills :

1. windows / mac
2. microsoft word
3. adobe photoshop
4. adobe illustrator
5. adobe image ready
6. macromedia flash
7. macromedia freehand
8. macromedia dreamweaver

education :

1. chij katong convent (primary)
2. chij katong convent (secondary)
3. temasek polytechnic design school
4. national institute of deisgn (melbourne)

awards / scholarships :

1. most promising young designer award - desktop magazine, australia.
2. fabrica scholarship - united colors of benetton, italy.

internships :

1. m&c saatchi, singapore
2. bluewave asia pacific

certified training (adobe) :

1. computer graphics & image editing
2. adobe photoshop 5.5

certified training (macromedia) :

1. flash 5 (basic)
2. flash 5 (advanced)
3. dreamweaver 4.0

working experience :

1. freelance web / graphic designer (since 2001)
2. freelance photographer (since 2001)
3. freelance designer m&c saatchi
4. freelance designer bluewave asia pacific
5. freelance designer ogilvy & mather singapore
6. freelance designer ampersand & friends design
7. creative group head graphikate interactive
8. business manager fridae.com (s2d10 designs)
9. brand manager dynamic exim singapore
10. branding consultant thermal solutions singapore

client list (not limited to) :

1. central singapore cdc
2. ibm
3. nokia
4. levi's australia
5. royal china restaurant
6. abn amro bank
7. credit suisse private banking
8. bintang beer
9. raffles city shopping centre
10. metro
11. md health physiotherapy
12. buttcheeks bikinis
13. colors magazine
14. fridae.com
15. afa (action for aids)
16. seraphcorp international
19. lee heiss coaching
20. maracatu dance
21. cpg productions

recent work :

1. <http://www.cpgproductions.com>
2. <http://www.fridae.com/nation>
3. <http://www.afa.org.sg/thinkagain>
4. <http://www.seraphcorp.net>



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chij katong convent
testimonial

huang xiaoli grace therese

grace huang was a student of katong convent from 1996 to 1999. a keen learner who is interested in achieving her best, grace has performed well in the gce 'o' level preliminary examination.

grace was an active member in the school table tennis team. her keen interest in the sport & her commitment to excellence saw her representing katong convent at national table tennis competitions. grace's interest in swimming won her several medals at school organised swimming meets. as class vice-chairperson, grace proved herself to be responsible & dedicated. she takes her duties seriously & sees them through.

grace possesses the ability to enthuse & motivate her peers to participate in activities & to excel. her sensitivity to others & her obliging nature is evident in her interactions with her peers.

grace is a warm, generous & courteous young lady. her excellence in the sports area, her positive attitude towards work, her graciousness & her belief in teamwork has earned her the respect & admiration of her peers.

grace has a promising future ahead of her. being vibrant & dynamic, grace will be an asset the the organization she joins.

ms manjit kaur
form teacher / sec 4.5
chij katong convent
346 marine terrace,
singapore 449150
tel : +65 6448 6433

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“ temasek polytechnic
testimonial

huang xiaoli grace therese

to whom it may concern,

dear sir / madam

grace therese huang xiaoli (nric no. s8300705b) was a student from the multimedia strand of the diploma in interactive media design course, temasek design school, temasek polytechnic.

after a year & a half of foundation which covers basic video production, basic design principles, desktop publishing, illustration, traditional animation, photography & audio principles, she has chosen to specialise in multimedia, an area of study that focuses on designing time-based applications & websites.

throughout her three years of study with the polytechnic, she comes across as a student who is active, diligent, amiable & perceptive. academically, she has consistently performed well in her subjects. she is active in various drama productions involving various drama & theatre groups in singapore on a personal interest basis.

as part of the curriculum, she has done her student internship programme from march to may 2002.

grace has produced a consistent level of quality work over the three years that she was with us. i am confident she will be an asset to her future employers or educators.

please do not hesitate to contact me for any further clarification or information. thank you.

yours sincerely,
mr. irwanta salim

course manager
diploma in interactive media design
temasek design school
temasek polytechnic
tel : +65 6780 5736

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bluewave asia pacific
testimonial

huang xiaoli grace therese

to whom it may concern,

grace worked with bluewave during 2002 for a period of 6 weeks as part of the professional industry attachment program. as a requirement of her schooling at temasek polytechnic, bluewave was lucky enough to find grace & together the attachment program benefited both parties.

grace clearly stood out during the interview process as an intelligent & eager student. she presented a folio that showed drive & intuitive far beyond many of her fellow students. her understanding of design & general communication was clear from the material she presented.

grace joined us & was easily accepted as she had an open & expressive manner that enabled her to quickly understand the environment around her & the working structure. grace was engaged in a design & flash production; this entailed her working closely with myself on a range of projects.

grace had a well developed understanding of interactive media, she was clearly up-to-speed on the structure of web / interactive development. while working for bluewave i delivered her a verbal brief for a live project that we were working on. starting with the client's aims, the communications objectives & the current visual treatment. grace then was asked to mock-up some visual styles for presentation. these were then further refined to arrive at the finished designs for an interactive project.

grace tackled a flash project with the same effort. an effort that she should be proud of, she was able to design using macromedia flash including animation & basic action scripting to add functionality & movement. we would like to thank grace for the efforts she made whilst at bluewave & wish her all the best with further studies & her career.

best regards,
ross stewart

creative director
bluewave asia pacific (singapore)
50 raffles place,
singapore land tower, #24-01,
singapore 048623
tel : +65 6534 2002

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“ the srt young co.
testimonial

huang xiaoli grace therese

to whom it may concern,

boo has been a member of the young co. from 2001 to 2003, juggling the role of an upcoming actress & our publicity manager. she has produced original & outstanding publicity materials for various young co. productions.

for the white road (2001), she researched & designed several variations of posters & flyers, both for the singapore run of the show, as well as the intended performances in the edinburgh international festival 2001. although the young co. did not go to the festival due to lack of sponsorship, there were tickets sold in this internationally renowned festival. this was in no small part due to boo's excellent publicity material.

for the young co.'s first musical, written by dick lee, re:mix (2002), boo was part of the cast that sang & danced. she also designed the publicity material: the posters, magazine ads, taxi-top ads, zocards, programme & cd jackets.

for the apb inspirefest : double-takes (2002), again, she impressed the company with the designs for the posters, magazine ads, website. all this while rehearsing & performing as the lead in the effects of gamma rays on man-in-the-moon marigolds.

out of the above specific projects, boo has also designed the branding for the young co., publicity & sponsorship kits, various websites & photographed headshots of our members.

in all the above projects, boo has shown herself to be a confident designer, a disciplined actress & a well-liked company member. she is a hard-working, creative individual & will do well in all she endeavors.

please do not hesitate to contact me should you have further queries.

sincerely,
wendy ng

artistic director
srt young co.
singapore repertory theatre
dbs arts centre
20 merbau road
singapore 239035
wendy@srt.com.sg

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“ m&c saatchi
testimonial

huang xiaoli grace therese

to whom it may concern,

"i have the same goal i've had ever since i was a girl,
i want to rule the world."

- madonna, 1992

boo's motto in life typifies that of a budding star.
and to add to that
hungry.
diligent.
creative.

daniel george wan

creative group head
m&c saatchi, singapore
115 amoy street,
singapore 069935
tel : +65 6227 3381

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“ swinburne university
testimonial

huang xiaoli grace therese

to whom it may concern,

i have taught grace (xiaoli) huang in the first semester of this year & am pleased to have her in my class in second semester. grace's work in this subject, contextual studies, was outstanding. in fact she obtained the highest mark out of 60 students enrolled in the subject. grace chose interesting topics to explore in her assignment work & her research was exemplary. she understood the importance of exploring the brief carefully & pursuing research in a range of different directions.

grace is a curious student who engaged with ideas & issues at a sophisticated level both in her written work & in discussions in class. she attended class regularly & contributed effectively to group work in class. the presentation of her work shows significant effort, good judgment & attention to detail. her assignments showed not only a mastery of the technology, but an excellent sense of style.

i have no hesitation in recommending grace as a candidate for postgraduate study or as an intern. it is clear that she combines the qualities of intelligence, hard work, creativity & imagination & she works well in a team.

yours faithfully,
nanette carter

lecturer
design history & contextual studies
swinburne university,
national institute of design.
144 high street, prahran
victoria 3181, australia
tel : +61 3 9214 6755

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“ swinburne university
testimonial

huang xiaoli grace therese

to whom it may concern,

as the lecturer of video production & editing at swinburne university's multimedia program, i have had the pleasure of working closely with grace huang.

grace is an excellent student who has shown her commitment to learning with good attendance & a willingness to try new things.

she takes criticism well, by applying feedback within changes to her work & when necessary she can clarify why changes don't need to be made.

i am happy to recommend grace to you, any educational institution would benefit from grace's creative, confident presence.

sincerely,
ness alexandra

lecturer
multimedia
swinburne university,
national institute of design.
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victoria 3181, australia
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