



12 Nov 2019.

To whom it may concern:

Re: Allison Yap. Intern. 17 June - 4 October 2019.

Allison Yap interned with us at Goodfellas from 17 June to 4 October 2019. In that time, she supported our Creative department as a design intern.

Besides designing, her role was to turn approved concepts and visuals into finished artworks with the help Illustrator and Photoshop tools.

Below are some of the projects she was involved in.

- SUTD #MugHarderPlayLater (Dry Bag design, Survival Notebook illustrations, EDM, Eye-mask designs)
- Marigold Yoghurt Drink print ad (Conceptualisation)
- Marigold Jasmine Green Tea/Chinese New Year print ad (Conceptualisation)
- Marigold HL Milk Children's day Facebook post (Conceptualisation)
- OCBC Tomorrow Fest (Logo design)
- OCBC Chinese New Year red packet design (Design)
- TAFEP storyboard for a TVC on Human Capital (Storyboarding)
- Volunteered to help out in a TVC production for Bank of Singapore.

Allison is mature, responsible and possessed a friendly disposition. She is also a good team player, which is an invaluable asset.

A handwritten signature in black ink, appearing to be "Patrick Low".

Patrick Low
Founder/Creative Partner