

Shelby Kho

(she/her)
Manhattan, New York

Product Designer and Illustrator from Indonesia with an MFA in Writing from Columbia University. I design end-to-end, from user research to high fidelity prototypes, with a focus on sensitive, high-trust experiences. From my experiences in filmmaking and writing, I find solutions that can hold up in every arc of the journey.

Work Experience

JUL 2025 - MAY 2026

Columbia University School of the Arts, New York | Web Coordinator

Maintain and develop the faculty's website on SITES: page building, calendar-based launches for academic initiatives, and much of content architecture. Partner with departments across Film, Writing, Theatre, and Visual Arts to turn their requests into navigable pages, such as creating profile catalogues for student actors, and re-designing and scanning page archives to restructure information architecture of Columbia University Film Festival's website.

AUG 2025 - MAY 2026

Columbia Journal, New York | Managing Editor

Oversaw editorial workflows across print and online, managing submissions on Submittable and supporting 6 genre editors in fiction, nonfiction, and poetry. Designed a centralized tracking system that brought solicitations, contributor details, and production timelines into a single spreadsheet. Introduced a weekly meeting rhythm to align editors and surface issues early to keep publication on track.

APR 2023 - NOV 2023

Move [REPEAT], Singapore | Marketing Associate

Planned and produced campaigns across social media, web, and email, keeping brand identity consistent through video production and copy. Growing the following by 2k+ and producing the brand's most liked video (1k+ likes, 24k+ reach). Executed a mid-year campaign that reached 57k+ views. Ran cross-team strategy meetings with Sales and Operations to align content with business goals, and coordinated partnerships with influencers to expand reach.

AUG 2022 - APR 2023

Smittenpixels Co., Singapore | Video Producer

Directed and edited wedding films. Led client consultations to understand each couple's story, aesthetic preferences, and the moments they most wanted captured. Two deliverables: a short cinematic highlight made for sharing, and a 1-2 hour documentary edit that preserved the full day.

Selected Recognition

2026

CSS Design Awards | Special Kudos

Awarded for *Shelby's Desk*, my hand-drawn, interactive portfolio site.

2026

Cannes Film Festival, Cannes, France | Short Film Premiere

Premiered short film *Original Wound* at Cannes' Critics' Week, Next Step Studio.

Co-wrote and co-directed.

2023

SGIFF, Singapore | Most Promising Project

SGIFF Southeast Asian Film Lab, awarded for debut feature screenplay *Terbakar*.

Portfolio

shelbykho.com

Contact

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Education

AUG 2024 - MAY 2026

Columbia University, New York

Masters of Fine Arts in Writing

APR 2025 - APR 2026

Designlab, Online

UI & UX Design Certificate

JUN 2018 - JUN 2022

Nanyang Technological University,
Singapore

Bachelor in Media Arts (Film) with a
Minor in Creative Writing

Skills

DESIGN

Product Design, Interaction Design,
Design Systems, Responsive Design,
Information Architecture, User Flows,
Wireframing, User Interviews, User
Research, Usability Testing, Competitive
Analysis, Illustration

ILLUSTRATION

Digital 2D, Traditional Lineart and
Inking, 2D animation

SOFTWARE

Figma, Framer, Adobe Creative Suite,
Procreate, Procreate Dreams, MS Office,
Visual Studio Code, Mailchimp

AI TOOLS

Claude Code

LANGUAGES

English, Indonesian