

## IN THE WILD PTE LTD AND MINDTHESYSTEM PTE LTD – SUMMARY OF PORTFOLIOS AND PAST PROJECTS

S/No	Client Name	Year	Summary of Project	Relevant Transformation Pillars
1	DesignSingapore Council	2021	<p>Devised and executed strategies to increase awareness of Singapore design in Europe and North America. Identified and plugged Singapore designers into different exports and networking platforms.</p> <p>Conceptualised, design and laid the foundations for execution of a showcase on Singapore design and lifestyle in Paris, covering 4 important commercial aspects: B2C, B2B, PR and programme activation.</p>	<p>People Processes Systems</p>
2	DesignSingapore Council	2018	<p>Restructured the organisation, created new teams, programmes and capabilities to implement the Design Masterplan 2025 strategies.</p> <p>Established new stakeholder networks and strengthened existing partnership to drive outcomes in 3 areas</p> <ul style="list-style-type: none"> <li>(1) Industry talent development</li> <li>(2) Increasing business awareness on the value of design</li> <li>(3) Supporting the development of design studios and designers</li> </ul>	<p>People Processes Systems</p>
3	Land Transport Authority	2016	<p>Used design thinking to transform the organisation into one that cared about a public transport experience that is lovable, not just efficient.</p>	<p>People Processes Systems</p>

			<p>Established in-house design thinking capabilities in the organisation and launched process improvement programmes in digital service delivery, and architectural and engineering design</p> <p>Conceptualised, designed and led organisation-wide employee engagement programme on LTA's customer-centric vision for over 6,000 staff</p> <p>In-house consultant for operational/business units on departmental transformation efforts</p>	
<b>Availability for Phase 3 of OTG – Project Implementation Phase</b>				YES