SHE has a head for figures and now she is recognised for her aesthetic eye.
Accountancy graduate Tan Wei Bin has no formal design training, but her design has beaten more than 121 entries to come out tops at a nationwide youth competition.
The 24-year-old's artwork for a Pringles potato chips canister – featuring festive motifs of ketupat (Malay rice cakes), Chinese firecrackers and Christmas trees – impressed five judges from multinational company Procter & Gamble, which produces Pringles.
The Pringles contest is part of the second annual Noise Singapore, organised by the National Arts Council. Started by the Australia Council for the Arts in 2001, Noise is a global media arts initiative profiling young artists. Singapore is the second country to launch the platform.
Miss Tan's design will be used on two million Pringles canisters to be sold here and in Malaysia from this month. She also won $3,000.
"Noise gave me the freedom to express what I wanted," said Miss Tan, now a graphic designer.
She went into graphic design right after graduating from the Singapore Management University two years ago. She said: "I was interested in maths and art in school. During my accountancy course, I felt like it wasn't something I was into. But in a way, design is like maths. It's finding a solution to what you want to show to others."
This year's Noise attracted about 5,000 submissions from 1,851 people aged 25 and below for its seven awards and sponsored competitions and three apprenticeship programmes.
Twenty-six apprentices were picked for Noise's inaugural apprenticeship programmes and eight winners were chosen for the competitions. Apprentices include 18-year-old Nanyang Polytechnic student Muhammad Naufal, who is also a member of hip-hop trio Psykelecticz.
He said: "We joined Noise as it would be a good way of breaking into the music scene."