

# Peter Stephens

CREATIVE DIRECTOR

Singapore

An incredibly passionate Creative Director with over 18 years experience in producing design solutions for a variety of clients and consumers on all platforms.

[pdgstephens@icloud.com](mailto:pdgstephens@icloud.com)

+6591386344 mobile

## Experience

Head of Brand

**Eastspring**

Singapore

Aug 2016 - Present

Creative responsibility for the Eastspring brand.

Oversee all creative produced in Singapore and 10 regional offices.

Conceptualise and produce ideas across multiple media and messaging platforms including digital, print, video, website, and social media.

Creative lead for the redesign of our global website and 10 regional websites.

Manage and mentor a broad and diverse creative team across the region.

Leading the evolution of the Eastspring brand on all platforms.

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Design Director - Asia

Singapore  
Oct 2009 - Present

## Ink

Full creative responsibility of the portfolio of titles for Ink Global in Asia

Clients include: Timeout Singapore, Thai Airways, Jetstar, Dusit and Cebu Pacific.

Employed to modernize all products produced by Ink Global in Asia

Full redesign of all magazines produced in Singapore and Hong Kong

Design of multi language magazines in the Asia Pacific region

Creative direction of all digital products

Recruited and manage a 12 person art and photography department

Responsible for all new business pitches

Responsible for all existing product development

Creative development and production and production of advertising content for print and digital clients

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Special Projects Art Director

London  
Feb 2009 - Apr 2009

## John Brown Publishing

Art direction of new business pitches - clients included Sky TV

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Art Director

London  
Jan 2009 - Aug 2009

## MediaCom

Concept and production of digital and print media

Art direction of print projects for the in-house creative department

Clients include: BMW, Green Flag

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Art Director - Ideal Home

London

Jul 2006 - Dec 2008

## IPC Media

Full redesign of the title, oversaw the full redesign of idealhomemagazine.co.uk.

Responsible for the design direction of both brand and every individual page.

Involved in all stages of the magazines content and planning.

Oversaw all photography commissions, personally commissioned all illustration.

Managed and recruited a 6 person art and photography department.

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Art Director

London

Jan 2006 - Jun 2006

## IPC Media

Art directed the major re-launch of woman magazine, working closely with IPC media creative director Andy Cowles

Devised new page furniture, logos and layouts, commissioned a brand new font

Directed the existing art department to install the new look

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Art Director - B Magazine

London

Nov 2003 - Jan 2006

## Hachette Fillipacchi

Full redesign of the title. New logo, new fonts, new design direction throughout

Re-launched issue saw sales jump from 70k to 230k. Sales settled at 185k

Recruited a full art department

Commissioned all photography and illustration

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Art Editor - Vogue UK

London  
Feb 2003 - Nov 2003

## Conde Nast

Long term contract with the world's biggest fashion magazine

Planning and design of editorial supplements

Page design throughout the main book

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Associate Art Director - Jaunt

London  
Nov 2002 - Feb 2003

## Sibella Publishing

Concept, design and layout from launch issue of this travel magazine launch

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Design Consultant

Sydney, Australia  
Feb 2002 - Nov 2002

## Freelance

Clients include: FHM, Ralph, Ralph Style, Newwoman, VogueLiving and several other titles

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Art Editor - Livingetc

London  
Jul 1998 - Feb 2002

## IPC Media

Design, concepts and layout from pre-launch

Deputised for the Art Director for 8 issues

Involved in 3 major redesigns of the title

Oversaw and commissioned photography of covers, interiors, portraits and food

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### Education

Graphic Design

Southampton

## Southampton Institute of Design

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Graphic Design and Business Studies

Farnborough

**Franbrough College of  
Technology**

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