

SHAWN

CREATIVE DIRECTOR

Shanghai

Effectively combine strategic insights and creative storytelling, to deliver brand experiences that connects with consumers throughout Asia Pacific.

Experience

Creative Director

Iris Worldwide

Leading the creatives on luxury clients such as Marina Bay Sands and Johnnie Walker with Diageo. As well as leading effective campaigns with Samsung, Lego & Philips.

Singapore

Nov 2012 - Jun 2019

Associate Creative Director

Bannistar Inc

Focus on branding and communications for FMCG giant P&G as well various other industries.

Responsibilities includes creative, art and design direction, copywriting and strategic thinking.

Singapore

Feb 2012 - Nov 2012

Senior Designer

Broadway Malyan

To lead and manage a team of designers. Focusing on branding, identity and place making ideas for urban planning, retail developments and architecture.

Responsibilities includes creative and design direction, copywriting and team management.

Singapore

Sep 2011 - Dec 2011

Senior Creative

Singapore
Mar 2011 - Sep 2011

Tofu

In the mix of an exciting environment of a fresh boutique start up, providing art direction and design services, and through the line creative thinking.

Responsibilities includes handling of digital projects and their requirements.

Clients:

Le Article, Porterhouse, Microsoft

Senior Art Director

Singapore
Jul 2010 - Dec 2010

Bates 141

Through the line creative thinking and art direction for advertising campaigns.

Clients:

Dell, NVPC, Discovery+Canon

Art Director

Singapore
Aug 2007 - Jun 2010

10AM Communications

TV commercials, print and web art direction and creative thinking for both the Chinese market and the Singapore market.

Clients:

Malaysia Dairy Industries, ION Orchard, WingTai, Cerebos, OCBC, HBO, Capitaland

Art Director

Singapore
Jun 2007 - Aug 2007

Crush Advertising

Freelance services of art direction and design, working on new business acquisitions.

Clients:

Millenium & Copthorne

Art Director

Singapore
May 2007 - Jun 2007

Publicis

Freelance services of art direction and design, working on projects for an international bank.

Clients:

CitiBank Gold

Art Director

Singapore
Feb 2007 - Mar 2007

Crush Advertising

Freelance services of art direction and design, working on new business acquisitions.

Clients:

Tiger Balm

Art Director

Singapore
Jun 2006 - Feb 2007

M&C Saatchi

Art direction and design for advertising campaigns.

Clients:

DBS Vickers, Intercontinental Hotel, MediaCorp Radio,
Peugeot, Ford, Land Rover, O2, eBay

Junior Art Director

TBWA

Art direction and design for advertising campaigns.

Clients:

Standard Chartered Bank, MobileOne, Adidas, ClearChannel,
Palm, BMW Asia

Singapore
Feb 2005 - May 2006

Education

Bachelor of Arts (Creative Advertising)

RMIT

Melbourne
Nov 2003 - Dec 2004
