

Work Experience

May 2016 – Present

Freelance Creative / HUSH Studios, Brooklyn, New York

February 2014 – April 2016

Creative Director / Mobext, Havas Media, New York, New York

Creative Director for a small mobile agency within Havas Media. Responsibilities include UX design, visual design, staffing, new business, and client engagement. Clients include Yellowtail Wines, Belvedere Vodka, Drizly and Tria Beauty.

February 2013 – February 2014

Senior Designer / Razorfish, New York, New York

Senior designer for interactive experiences for the Ford Motor Company, both mobile and web.

November 2010 – February 2013

Art Director / Addison, New York, New York

Lead Art Director for branding and annual reports. Responsibilities include strategy/concepts, art direction and design, and management/mentoring of junior designers. Clients included PepsiCo; GE, SL Green Realty, NYU, and Khazanah Nasional. Work spanned the gamut between print and interactive.

Was integral to pitching and winning new business from:

- SL Green Realty Corp, major REIT in NYC.
- Khazanah Nasional, the largest sovereign wealth fund in Malaysia.

January 2010 – March 2010

Senior Designer / Equus Design Consultants, Singapore, Singapore

Senior Designer on a multifunctional 10 – 15 person office. Worked primarily on branding and annual report projects. Mostly print.

September 2009 – December 2009

Freelance Art Director / DDB, Singapore, Singapore

Freelance Art Director working on ad campaigns for one of Singapore's leading telecommunications company, Starhub.

April 2007 – April 2009

Senior Designer / 50,000feet, Chicago, Illinois

Senior Designer on a multifunctional 10 – 15 person office. Worked on a wide range of projects, including branding/identity, environment design, sales materials and websites. Responsibilities included day-to-day project management; art direction, concept ideation, client meetings/presentations, press checks, and final production. Key clients included Motorola; Pointone Systems, HomeMade Pizza Co., and Vibes Media.

September 2003 – April 2007

Designer / VSA Partners, Chicago, Illinois

Involved with everything from video, printed collateral and interactive work for companies like GE; Goldman Sachs, Wilson Golf and USAA. Handled everything from initial concepts, design and art direction to final development.

2002 – 2002

Design Intern / Rooland, New York, New York

Design intern for a small 2 person office. Designed various identity and collateral pieces. Participated in selected client meetings.

2002 – 2002

Design Intern / Landor Associates, San Francisco, California

Design Intern primarily on the Coors team. Helped out with designs for Coors Light packaging, and the Coors Light rebrand.

Education

January 1999 – December 2002
Academy of Art University /
San Francisco, California
Bachelor of Fine Arts, Graphic Design

June 1993 – June 1996
Lasalle College of the Arts /
Singapore, Singapore
Diploma in Graphic Design

Awards and Recognition

Guest judge for the Art Directors Club
Denver 2015 Annual Show

Featured on The Dieline

Featured on Behance Typography
Served

The Neenah Paper UnShow

Graphis Design Annual 2014 / Gold

Graphis Design Annual; 2013, 2014

Graphis Annual Reports; 2012, 2013,
2014, 2015

Featured on Coroflot.com

The Society of Typographic Arts

I Heart Logos Vol. 1

Blackbook AR 100

New York Festivals

Arc Awards

Contact

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