

Industrial Experience

Design Consultant.

November 2008 – Present . Two Point Design . Design Studio
Freelance work involving extensive corporate, print and web design consultation and design services with a vast variety of client accounts. Key accounts includes client-specific creation of corporate identity, print collaterals, print presentation, multimedia and web materials for international companies from initial design concept to delivery. Projects for international companies included print and large format design for Beltone, US based cafe website, a calendar for pharmaceutical company, Pfizer and interactive web banners for InFocus Corporation projector products.

Senior Interactive Art Director. | Head of Interactive.

March 2004 – May 2008 . Formul8 Integrated Communications . Advertising Agency
Responsibilities included attending pitches and client meetings, overseeing the creative output, managing the workflow and performance of 7 designers, visualising the initial style setters, and art directing projects through to completion. Projects include creation of websites, games, online marketing, digital video, development and building of pages, site testing, final launch and implementation. Created Flash, XHTML, DHTML and JavaScript related sites for various projects. Print projects included project campaigns, brochures, promotional materials and collaterals. Worked closely with team members, along with the account management team to ensure jobs were on schedule and within budget.

Graphic Designer.

August 2003 – September 2003 . Henen Advertising . Advertising Agency
Freelance contract designer for local advertising agency. Projects included directory handbook and coffee table book for Infocomm Development Authority of Singapore (IDA), and festive campaign for The United Overseas Bank Building.

Graphic Designer.

July 2003 . Singapore Press Holdings Limited . Newspaper Publisher
Singapore Press Holdings is a leading publishing and printing group in Southeast Asia. Contracted as a freelance designer in the advertising and marketing department. Responsibilities included creating color and spot color advertisements, in-house collaterals, and working with in-house designers on team projects.

Graphic Designer.

January 2003 – May 2003 | December 2001 – February 2002 . The Body Shop Asia Pacific
In-house creative for corporate identity standards manual, brochures, promotional materials, packaging and store signages. Assisted in the compilation of corporate standards manual for Body Shop Asia-Pacific store signages and product displays. Created electronic mailers and press releases for product launches.

Creative Director.

January 1999 – June 1999 . Lasalle-SIA Graduate Exhibition Creative Team
Managed 1999 Graduate Exhibition Creative and Photography team and working alongside exhibition committee leaders. Responsible for assembling project team, assigning individual responsibilities, identifying appropriate resources needed, and developing project schedules to ensure project milestones were met and completed. Liaised with catalogue printers, color separators, and exhibition sponsors. Proofing color separations and final art work. Signing contracts and quotations relating to printing and delivery costs.

Client List

Global.

Access Solutions International
Banyan Tree Hotels and Resorts
InFocus Corporation
Millennium Copthorne International Limited
Pfizer Incorporation
Standard Chartered Bank
Universitas 21 Global
Yahoo Global & Asia Pacific
Zü Coffee

Asia Pacific.

Dopod Asia
Nokia Global & Asia Pacific
Oversea Chinese Banking Corporation
Taste of Asia
The Body Shop Asia Pacific
United Overseas Bank

Singapore.

Beltone Singapore
Canon Singapore
Cornerstone Community Church
Frasers Centerpoint Trust
Health Promotion Board Singapore
Heineken Singapore
Infocomm Development Authority
Lee Kim Tah Holdings Limited
Media Development Authority
Mobile1 Private Limited
Mayflower Secondary School
Ministry of Finance Singapore
One World International School
Pacific Internet Limited
Philips Electronics
Samsung Singapore
Singapore Airlines
Singapore Exchange
Singapore Sports Council
Singapore Telecom
StarHub Private Limited
Wildlife Reserves Singapore
Wisma Atria

Australia.

Alex Pertout Percussionist
bDental Melbourne Australia
Swanston Street Church of Christ

Academic Qualifications

2001 – 2002.
Master of Design (Multimedia Design) Distinction
Swinburne University of Technology, Australia
1999 – 2000.
Bachelor of Design (Graphic Design) Distinction
Royal Melbourne Institute of Technology, Australia
1996 – 1999.
Diploma in Visual Arts (Design Comm) Distinction
LASALLE.SIA College of the Arts, Singapore
1992 – 1995.
General Certificate of Education Ordinary Level
Paya Lebar Methodist Girls School, Singapore

Technical Skills

Adobe After Effects
Adobe Illustrator
Adobe InDesign
Adobe PageMaker
Adobe Photoshop
Adobe Premiere
Apple DVD Studio Pro
Apple Final Cut Pro
Macromedia Dreamweaver
Macromedia Fireworks
Macromedia Flash
Macromedia FreeHand
Macromedia SoundEdit 16
Microsoft Excel
Microsoft PowerPoint
Microsoft Word
Quark Express
Sonic Foundry Sound Forge

References

Available upon request.

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