

Regina Chan, Digital Art Director.



Experience

Digital Creative

Fulltime Freelance September 2010 - Present

Senior Art Director

XM Asia Pacific June 2008 - Aug 2010

Creative direction and high-level conceptual design for consumer brands and clients including Hewlett Packard, HSBC, Adidas, Prime Minister's Office, Infocomm Development Authority of Singapore and SilkAir. One of the key creatives involved in pitches for Singapore Tourism Board and DKNY Jeans. Conceptualised, planned and developed social media activation campaigns for Singapore Tourism Board's Gems Up Division and DKNY Jeans Fall/Winter 2009 collection. Creative lead for revamp of the Singapore Tourism Board website.

Digital Creative

Fulltime Freelance September 2007 - May 2008

Planning, designing and developing web-based applications and websites for Singtel, General Insurance Association and Saizen Reit (First Reit in Singapore) as well as accounting, project and client management.

Senior Interactive Designer

Tequila TBWA\ Asia Pacific November 2005 - August 2007

Leading and directing a team of designers and developers on integrated websites, rich media advertising and email campaigns for various clients like AIA, M1, Sentosa, KrisFlyer, Singapore Airlines A380, Standard Chartered Bank, Bentley and VivoCity. One of the key digital creatives involved in pitches for Singapore Airlines and Resorts World at Sentosa. Worked closely with Creative Director to design and develop the award winning website "Light a Million Candles".

New Media Designer

Awesome Design Kitchen July 2004 - October 2005

Designing and developing websites, animated multimedia solutions and flash based applications for clients like GP Batteries and various small to medium enterprises.

Interactive Designer

Green Dot Internet Services July 2002 - May 2004

Maintaining MIW.com, the NS portal. Designing and developing rich media advertising solutions.

Interactive Designer

Green Dot Internet Services June 2000 - January 2002

Website design and production for UOB, Subordinate Courts of Singapore and various small to medium enterprises.

Client List

DKNY JEANS



The world's local bank



sentosa



References

David Brown

Iris Digital Regional Digital Director

david.brown@iris-digital.com

Selene Chin

Element-14 Regional Marketing Manager

schin@element14.com

Contact Information

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Skills

PC

Photoshop

Dreamweaver

Flash + ActionScript AS2

Freehand

Microsoft Powerpoint

Creative direction

Strategy & planning

Concept development

Website & interface design

Information architecture

User experience

Education

1997 - 2000

Nanyang Polytechnic

Diploma in Engineering Informatics

1993 - 1997

Bendemeer Secondary

O-Levels (5 Credits)

Achievements

2010

STB Gems Up

New York Festival - *Finalist*

2009

Book project "Web Sites" 2009

2007

Light a Million Candles

Effie Singapore Awards 2007 - *Gold*

PMAA 2007 - *Silver*

2004

Book project "Web Sites" 2004