



SUMMARY

To craft innovative motion visuals away from the norms with a flair for detail through creative storytelling that elicits emotions from my viewers is my driving force in making the outcome stand out in a sea of mediocrity.

Throughout the years, working individually and within teams in small boutique studios to large advertising agencies, gaining experience in designing and art directing for a variety of platforms from social media, television, and outdoor media for various audiences, have led me to not only become a multifaceted designer that is always hungry to learn by delving into the unknown, but also adopting a human-centered mindset which aligns to the needs of businesses' users and audiences, all for the very purpose of becoming a better designer than I was yesterday.

EXPERIENCE

Freelance

Motion Designer / Art Director · Apr 2016 – Present

Managing and coordinating motion design projects from ideation through completion. Worked closely with clients to create vision and consistently meeting deadlines and requirements. Converting brands features through critical thinking and meaningful storytelling.

- Brand promotional videos for Strides, National Heritage Board, UOB, Scoot, Ribena.
- Product videos for Omron, Ministry of National Development, Huawei.
- Broadcast content for Okto, Channel 8.

Carbon

Motion Designer · Jun 2016 – Oct 2016

As the first motion designer based of the Singapore's office, I had the opportunity to directly work together with our local clients to craft the best creative solutions to their problems while also brainstorming with the team remotely in Hong Kong.

- Design of broadcast packages which aligns to local and international broadcast channels brand identities for NBCU, TVN, Starhub and Toggle.
- Product video showcasing features of their new product line for Goldheart.

Ogilvy

Freelance Art Director · Dec 2020 – Jan 2021

Involved in developing creative and effective concepts in partnership with copywriters and account team for Dairy Farm group campaigns on their social media platforms.

- Appreciation for frontline workers, New Year and Christmas videos for Giant Malaysia and Singapore.
- Retrospective looking back video to show Cold Storage Singapore's initiatives the past year and establishing a visual identity that can be utilized for future product videos showcasing products on promotion for their Chinese New Year campaign.

Nanyang Polytechnic

Student · Apr 2013 – Apr 2016

Participated in various forms of client-based motion design projects.

- Projection-mapping visuals for NDP SG50 and Esplanade's Sister's Island concert.
- Brand and Product videos for Edible Garden City, Paulaner and Nanyang Polytechnic Media Hub.
- Music video for The Livid Sun.
- Illustration for Sentosa.
- Internship at Critica where I designed and animated product videos for Bosch.

SKILLS

Motion Design	After Effects	English
Visual Design	Cinema 4D	Malay
Art Direction	Illustrator	
Concept Development	Photoshop	
Photography	InDesign	
Videography	Adobe XD	

EDUCATION

Nanyang Polytechnic	Lasalle College of the Arts
Diploma in Motion Graphics and Broadcast Design	BA(Hons) Design Communication
2013-2016	2020-2022

ACHIEVEMENTS

Adobe Design Achievement Awards	New York Film Festival	G-SHOCK Future Legends
Print Communications Semi-Finalist	Projection Finalist	6900 Design Finalist
2014	2016	2020

REFERENCE

Xavier Oon Creative Director
CRITICA
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