



To strive to create out-of-the-box designs, to push the envelope,
and welcome new challenges with enthusiasm.
- to provide solution -

ELSON SNG

ART DIRECTOR

EDUCATION

BA IN VISUAL COMMUNICATION

Loughborough University
2011 - 2012

DIPLOMA IN MULTIMEDIA DESIGN

Nanyang Academy of Fine Arts
2006 - 2008

NITEC IN DIGITAL MEDIA DESIGN

ITE Bedok
2004 - 2006

N'LEVEL

Henderson Secondary School
2000 - 2003

PSLE

Keng Seng Primary School
2000 - 2003

ACHIEVEMENTS

TOSHIBA DIGITAL ART COMPETITION

- Winner

HARPAR BAZAAR PHOTOGRAPHY COMPETITION

- Honourable Mentions

TOP 10 FINALISTS FOR NEA COMPETITION

- "Rhythm" Photography

TANJONG PAGAR PHOTOGRAPHY COMPETITION

- 1st in Student Category

SKILLS

PHOTOGRAPHY

Advanced

BRANDING

Advanced

ADOBE SUITE

Advanced

MICROSOFT OFFICE

Proficient

WEB DEVELOPMENT

Proficient

DESIGN SENSE

Proficient

EXPERIENCE

HB DESIGN PTE LTD

INDUSTRY Architectural Services / Interior Designing
SPECIALIZATION Advertising/Media Planning
ROLE Creative
POSITION LEVEL Art Director
RESPONSIBILITIES:

- Manage and produces company's marketing communication such as corporate presentation materials, newsletters, brochures, videos production, photography
- Developed company website (www.hbdesign.biz).
- Work closely with Design Director & Architects on design report for clients
- Develop long term marketing strategist.
- Conceptualize and produce new branding for company.
- Designed and build company website
- Assist company in design pitching presentation.
- Manage, develop and co-ordinate with overseas vendors on required material in trade exhibitions & campaigns.
- Co-ordinate and deliver press release, media relation content, newsletter.

REASON FOR LEAVING:

Seek for better career advancement opportunities and exposure.

ARMY

- Lead Designer for Singapore 2010 Youth Olympic Games Audience Interactive Kit
- Instructor in Ordnance Engineering Training Institute July 09 - Sep 09 (OETI)
- Company Best Soldier of the Month June 09 (6 AMB)
- Best Trainee in Basic Technician Training Course Sep 08 - Dec 08 (OETI)

ITE BISHAN (PART-TIME LECTURER) JAN 12 - APRIL 12

- Develop lesson materials
 - Conduct Outdoor/Indoor theory and practical lesson
 - Develop Students Exam Materials
- ROL- Decided not to continue the contract in order to cope with BA(hons) Final Year Project.

REAL YOGA PTE LTD (GRAPHIC/WEB DESIGNER) JAN 11 - JAN 12 (PART TIME FEB 12 - MAY 12)

- Develop campaign with marketing director.
 - Event Photography
 - Creating new banner, e-email flyer and new graphic
 - Testing and Analysis report of website Monthly traffics
 - Website Development
- ROL- Finishing my full time degree education, Will like to get a Full time/Perm job

SINGAPORE 2010 YOUTH OLYMPIC GAMES

AUDIENCE INTERACTIVE KIT (ART DIRECTOR) SEP 09 - AUG 2010

- Develop campaign with Show directors.
- Pitching ideas and concept to Show directors
- Liaise with contractors on designs and materials
- Assist in Packing and Distribution of Show kits

CAVIAR DIGITAL MARKETING (SINGAPORE) - WEB DESIGNER MAY - JULY 2008

- Updating and maintenance of site
 - Develop new banner, e-email flyer and new graphic
 - Website concepts development
 - Handles web account
- ROL- Have been enlisted for National Service (ARMY) in Mid July 2008.

THE BUTTER FACTORY (SINGAPORE) - PHOTOGRAPHER (FREELANCE) JUNE 07 - OCT 2008

- Covering Major and Minor events
 - Link up with store manager for events brief
- ROL- Have been enlisted for National Service (ARMY) in Mid July 2008.

TOSHIBA ASIA (SINGAPORE) - WEB DESIGNER (MARKETING DEPT) MAR - MAY 2006

- Develop new marketing collateral
 - Develop new micro-site
 - Brand Development
 - Develop campaign with marketing director.
- ROL- 3 months Contract.

PERSONAL REFERENCE

Chiara Bergamini (Project Director) + 65 8522 7392
Frank Bes (IT Manager) + 65 8742 2998
Cedric Cheng (Marketing Manager) + 65 8130 2181