



ELSON SNG

ART DIRECTOR

Elson leads a wide range of creative strategic projects, As a Design Partner with Livspace Pte Ltd, he assist client in space planning, materials and furniture selections and manages multiple projects from start to end. Prior to Livspace, he was assisting various SME and app development firm as creative consultant, specifically in brand strategy and visual direction.

DOB **07 MARCH 1987**

CITIZENSHIP **SINGAPORE**

MOBILE **+65 9777 9239**

EMAIL **ELSONSNG@GMAIL.COM**

WEBSITE **WWW.ELSONSNG.COM**

EXPERIENCE

LIVSPACE PTE LTD (NOV 21 - PRESENT)

INDUSTRY Interior Design
SPECIALIZATION Interior and Space Planning
POSITION LEVEL Design Partners
MONTHLY SALARY Commission Based

RESPONSIBILITIES:

- Responsible for the design, development and implementation.
- Manage projects from start to finish, from design to execution
- Convert leads to Clients
- Handle multiple projects and proposal.

TWORK CONSULTANCY PTE LTD (MAR 19 - FEB 21)

INDUSTRY Software Consultancy
SPECIALIZATION Product Development
ROLE Brand Strategist
POSITION LEVEL Senior Managment
MONTHLY SALARY SGD 5,400

RESPONSIBILITIES:

- Responsible for the design, development and implementation.
- Work on software development of new products with developer
- Leads the testing and issues fixing of new and enhanced products.
- Drive end-to-end product development cycle from product conceptualization and development to implementation and monitoring.
- Work and co-ordinate with other stakeholders internally to resolve issues arising during development/ implementation of the product/ project.
- Drive a culture of commitments and technical excellence across all R&D & innovation activities.

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

- Develop digital campaign with marketing director.
- Testing and Analysis report of website Monthly traffics
- Website Development

HB DESIGN PTE LTD (SEPT 12 - FEB 19)

INDUSTRY Architectural Services / Interior Design
SPECIALIZATION Advertising/Media Planning
ROLE Creative
POSITION LEVEL Art Director
MONTHLY SALARY SGD 4,400

RESPONSIBILITIES:

- Manage and produces company's marketing collateral.
- Work closely with Design Director & Architects on design report for clients anda ssisted company in design pitching presentation.
- Develop long term marketing strategist.
- Conceptualize and produced new branding for company.
- Designed and build company website
- Manage and coordinate with overseas vendors on required material needed in trade exhibitions & campaigns.
- Enhance client experience with technology, for example, Virtual Reality(oculus) walkabout in the new design development.

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

- Conduct Outdoor/Indoor theory and practical lesson
- Develop lesson materials, Students Exam Materials

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 Logistic & Distribution of Show kits

ARMY

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

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

RECOGNITION

TOSHIBA DIGITAL ART COMPETITION
- Winner

HARPAR BAZAAR PHOTOGRAPHY COMPETITION
- Honourable Mentions

TANJONG PAGAR PHOTOGRAPHY COMPETITION
- 1st in Student Category

SKILLSET

PHOTOGRAPHY
Advanced

ADOBE SUITE
Advanced

DESIGN
Advanced

REFERENCE

TWORKS CONSULTANCY
Ong Zhen Guang (CTO)
+65 9186 6896

HB DESIGN PTE LTD
Chiara Bergamini (Project Director)
+39 340 332 2356