

Digital creative with 19 years of agency experience.

Education.

Central Saint Martins

MA Communication Design 2005

Camberwell College of Art

BA Graphic Design 2003

Achievements.

Peta Asia Fur Hurts Campaign

Silver Cannes Design Lions

Silver Spikes Asia for Outdoor

In Book for D&AD

China Airline global website

Web Award for best airline website

Experience.

Anker Innovation / Global Creative Strategist

Shenzhen / May 2024 - Present

overseeing big ideas, creative strategy, and global campaigns for flagship brands like eufy. I ensure brand consistency and quality from concept to execution while leading empowerment training for regional teams, leveraging 4A advertising expertise to drive impactful and user-centric communications.

Publicis.Sapient / Creative partner

Shanghai and Hong Kong / Sept 2020 - May 2024

Key accounts: Alibaba Cloud, Huawei, and Genesis Motor. Oversee three sub-team of 30 people, China marketing team, global social team, and UX UI team in both Hong Kong and Shanghai office. My key responsibility is to help bridge brands going global to local (China) and local to global.

Accenture Interactive / Design Lead

Hong Kong / Jan 2019 - May 2020

Led a team of 47 people, responsible for all visual design output, resource management, and utilization. Capability includes marketing content, UI, video, copywriting to design workshop facilitation. Client account: Standard Chartered Bank, Aisa Miles, HSBC, AIA, and Manulife, Disney, Marriot. Greater China clients: Martell and P&G.

Publicis.Sapient / Group Creative Director

Shanghai / Feb 2015 - Dec 2018

Winning major accounts on global Huawei B2B and Honor, handling deal size of around 30 million RMB per year with a growing team of UX UI and marketing from 4 to 20 people.

Sapient Nitro / Creative Director

Shanghai/ Feb 2014 - Feb 2015

Building UX UI capability with integrating content marketing services, winning the first platform project for Sapient Shanghai on China Airlines website global relaunch. Other major wins including a 2.9 million deal for Mercedes Benz China website and China Eastern website relaunch. Client account: Nivea, China Airlines, China Eastern, British Airways, Huawei, Hennessy, Abbott, Ikea, Mercedes.



Experience Contd..

Bates CHI / Freelance creative

Singapore / Jul 2013 - Feb 2014

Creative ideation and output for the global campaign on ASUS, digital pitch proposals, and local campaign for Team Singapore.

Ogilvy & Mather / Associate Creative Director

Beijing/ May 2012 - Jun 2013

Led a digital team on the Mercedes-Benz China account, successfully delivered digital marketing campaigns for SL, E, C, and B-Class. Winning Silver Effie and AME Asia for "Mercedes-Benz B-Class After Dark" Tmall campaign. Creative recognition for Peta, an antifur pro bono campaign for NGO, winning Cannes Lion Design Silver.

TBWA / Senior Motion Art Director

Hong Kong / Jun 2008 - May 2012

Responsible for digital production, including motion graphics content, banner production, EDM, campaign website, and app design. Client Account: Standard Chartered Bank, Levi's, Huawei, East Hotel, Shangri-La, Acuvue, One2Free, Sony. Gaining design recognition for Levi's Soundwash campaign site, winning Kam Fan, young guns, Effie, and FWA site of the day.

Mccann MRM Worldwide / Interaction Designer

London / Jun 2005 - Jun 2008

As part of the design production team, creating flash banners, website content, and motion graphics for rich media ads. Client includes Microsoft, MSM, and Intel.

Thank you, let's keep in touch.