

Creative leader with 20+ years' experience across global 4A agencies and in-house teams, combining creative concept, narrative development, and AI-enabled content production.

Education.

Central Saint Martins
MA Communication Design, 2005
Camberwell College of Art
BA Graphic Design, 2003

Achievements

Silver Cannes Design Lions
Silver Spikes Asia – Outdoor
D&AD Annual
Web Award – Best Airline Website

Core expertise

Creative & Multimedia
Copywriting & Narrative Development
Brand Voice & Content Consistency
Video & Motion Content Direction
Web Platform Content Design
AI-Enhanced Content Production
Cross-Regional Team Leadership

Software & Skills

Adobe Creative Suite: Photoshop,
Illustrator, After Effects, Premiere Pro

AI & Gen AI
LLM-based Ideation: ChatGPT, Claude,
Gemini, DeepSeek

AI Content Generation: Midjourney,
Sora, Veo, Runway, Naonbanana

Experience.

Sun Life / Senior Manager, Multimedia Team (Asia)

Hong Kong | March 2026 – Present

- Lead Sun Life Asia's in-house multimedia capability, delivering campaign, video and AI-enabled content production across multiple markets.
- Led end-to-end creative production for the launch of Sun Life Private Wealth, a new UHNW wealth brand, delivering 28 videos within 90 days while generating CAD 600K+ in cost savings, 1,400+ agency hours saved, and 65% faster production through AI-enabled workflows.
- Reduced reliance on external agencies through AI-enabled in-house production, generating significant cost savings while maintaining brand quality, governance and speed.
- Developed scalable creative workflows spanning concept development, copywriting, storyboarding, AI-assisted production, post-production and regional adaptation.
- Partner closely with marketing, product, partnership, brand and compliance teams to deliver premium content across Asia.

Anker Innovations / Creative Strategist > Video Production Lead

Shenzhen | May 2024 – March 2026

- Lead creative narratives and content frameworks for global marketing campaigns across flagship brands. (Anker, Soundcore, eufy)
- Evolved role from Creative Strategist to Video Production Lead, overseeing end-to-end delivery of TVCs, product films, social videos, UGC and BGC content.
- Develop big ideas, campaign narratives, scripts and creative briefs that translate seamlessly into video and multimedia assets.
- Champion Generative AI adoption, building internal AI-enabled workflows and tools that reduce turnaround time and significantly increase team productivity.

Publicis Sapient / Creative Partner

Shanghai & Hong Kong | Sept 2020 – May 2024

- Oversaw integrated creative teams (30+ headcount) spanning UX/UI, social, content and platform design across China and global markets.
- Led copy, narrative and content direction for complex, multi-platform brand ecosystems.
- Drove creative and platform strategy for Huawei B2B, Alibaba Cloud, Genesis Motor, focusing on “China to Global” and “Global to China” brand localization
- Pioneered AIGC-driven content creation, successfully building new service capabilities that expanded the team's marketing and creative offerings, driving incremental business growth.

Accenture Interactive / Design Lead

Shanghai & Hong Kong | Jan 2019 – Sept 2020

- Led a 47-person multifunction design studio, covering social content, campaign creative, UX/UI, website content, video commercials and multimedia assets.
- Took full responsibility for creative quality, narrative clarity and cross-platform consistency.
- Delivered major UX UI-led brand and platform projects for HSBC, AIA, Asia Miles, Manulife, Bank of China, aligning business objectives with user-centric storytelling.
- For Bank of China, led the livi digital banking app brand identity and concept, spanning UX, content tone and visual system.

Publicis.Sapient (formerly Sapient Nitro) / Creative Director > Group Creative Director

Shanghai & Hong Kong | Feb 2014 – Dec 2018

- Promoted from Creative Director at Sapient Nitro to Group Creative Director
- Built and scaled UX/UI and content capabilities, growing teams from 4 to 20+ creatives.
- Led platform and content ecosystems including China Airlines global website relaunch, earning international recognition.
- Directed integrated brand narratives across digital, social and video platforms for global clients
- Major accounts: Huawei, Honor, Nivea, IKEA, British Airways, Hennessy, Abbott, and Mercedes-Benz

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 digital campaigns for Mercedes-Benz China (SL, E, C, B-Class), winning Silver Effie and AME Asia.
- Won Silver Cannes Design Lion for Peta Asia – Fur Hurts campaign.

TBWA / Senior Motion Art Director

Hong Kong | Jun 2008 – May 2012

- Created digital campaigns and branding assets for Levi's, Standard Chartered, Huawei, Sony, and Shangri-La.
- Recognized with FWA Site of the Day, Kam Fan, and Young Guns awards.

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.

Let's keep in touch.