

Xavier Oon, CRITICA

Creative Direction
39A Keong Saik Road
Singapore 089145
Singapore

View the full portfolio at <http://www.thecreativefinder.com/critica>

Professional Experience and Curriculum Vitae

Established in 2005 by Creative Director Xavier Oon, CRITICA is a multi award winning creative studio that focuses on creating design-driven animation content for leading brands, tv broadcast industry, companies and advertising agencies.

Our strengths lie on our creations of lushly-created surreal environments with vivid details and imagination, coupled with live action cinematics, typography, motion design & 3D. We offer brave and tenacious creative communications for your brand by introducing provocative, edgy and often unorthodox ideas and visual effects, which create change and move audiences.

We design, direct and produce commercials, on-air promotions, show packaging, channel branding and sales presentations.

Our work is seen on over 25 regional and international TV Channels, with clients spanning London, Netherlands, Australia and Asia TV networks and brands. Constantly inspired and driven to create beautiful & progressive work, we strive to push the creative boundaries for our clients, in every project we embark on.

Previous Clientele

MTV, Nokia, Nickelodeon, Discovery Channel, Universal Channel, NICK JR, Animax, AXN, Tiger, BBC, CNN, Mediacorp, ESPN, Star Sports, CNBC, HBO, Cbeebies, Syfy, Razer, Singtel.

Awards and Accolades

Please kindly get in touch for more information.

Awards and Accolades

2009 Promax & BDA Asia Silver Best
Documentary Campaign 'BBC Knowledge Ross
Kemp On Gangs'
2008 Promax & BDA Asia Gold, Best Sports
Campaign 'FA Cup'
2008 Promax & BDA Asia Silver, Best Sports
Campaign 'Wimbledon'
2008 Promax & BDA Asia Silver, Best Sports
Promo 'French Open'
2007 Apollo Awards Winner of Best Multiple
Programme Promo 'Star Cricket: Addiction'
2006 Promax & BDA Asia Gold 'AXN The Shield
Promo'
2006 Promax & BDA World Silver 'AXN The
Shield Promo'
2005 New York Festivals Bronze WorldMedal
'Discovery Channel Open Ticket'
2006 New York Festivals Finalist Certificate
'AXN The Shield Promo'
2005 Promax & BDA Asia Silver 'Discovery
Channel Open Ticket'

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