

Joel Ng

Art Direction
Graphic Design
15B Lloyd Road
Singapore 239098
Singapore

View the full portfolio at http://www.thecreativefinder.com/joel_ng

Professional Experience and Curriculum Vitae

A collection of my work including Advertising campaigns, Identity & Logo design and communication design.

Previous Clientele

Citibank, Coca Cola Limited, Orange (France Telecom), DBS Bank, Far East Organization, Lee Hwa Jewellery, Wing Tai Asia, F&N, Sprite China, Saxo Capital, Toshiba Notebooks, Iriver and Sentosa.

Awards and Accolades

WORK EXPERIENCE

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2010 - Current Freelance Creative

- Freelance in TBWA/Group, Publicis Singapore, ManghamGaxiola, Watersedge, Peppermint Design, Lowe Singapore.

2007 - 2010 Euro RSCG Singapore | Creative Group Head

- Lead creative teams in projects, to supervise and review creative teams' work.
- Capable of taking through-the-line regional & local campaigns from conceptualisation to production and FA.
- Directing and supervised the production of TVC and photography sessions.

Accounts I worked on: Coca Cola Limited, Orange, DBS Bank, Far East Organization, Lee Hwa Jewellery, Wing Tai Asia, F&N, Sprite China, Saxo Capital.

2001 - 2007 AGI Communications Pte Ltd | Senior Art Director

- Took through-the-line campaigns from conceptualisation to production and FA.
- Took on pitches and had a hand in winning major accounts like Toshiba Asia, Panasonic Mobile Phones, Lyxor Asset Management, Jurong Point, Minolta Cameras and UOL Group.
- Directing and supervised the production of TVC and photography sessions.
- Awarded Gold and Silver by the Portfolio.com Awards.

Accounts I worked on: Toshiba Asia (Notebooks), Sentosa, Marriott Hotel, UOL Group (Southbank), iRiver, Panasonic (Mobile Phones), Lyxor Asset Management, Jurong Point, Goldheart Jewellery.

2000 - 2001 DNC Worldwide Partners Pte Ltd | Art Director

- Took through-the-line campaigns from conceptualisation to production and FA.
- Worked on BTL materials as well as recruitment advertising.

Accounts I worked on: Fuji Film, Hilton Singapore, NTUC Unity, Komoco Motors (Hyundai), Pioneer Electronics, World Kitchens (CorningWare, Corelle & Visions), Far East Drugs (Enervon).

1998 - 1998 The Ad People | Graphic Designer

- Created ATL / BTL campaigns for various accounts.

Accounts I worked on: American Express, Pan Pacific Media, Asia Money World, AIA Co. Ltd.

1994 - 1996 Seagate Technology International | Engineering Assistant

- Assisted QA Engineer in product quality assurance.

EDUCATION

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1999 - 2000 RMIT University, Melbourne Australia Bachelor of Arts (Advertising)

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Art Direction

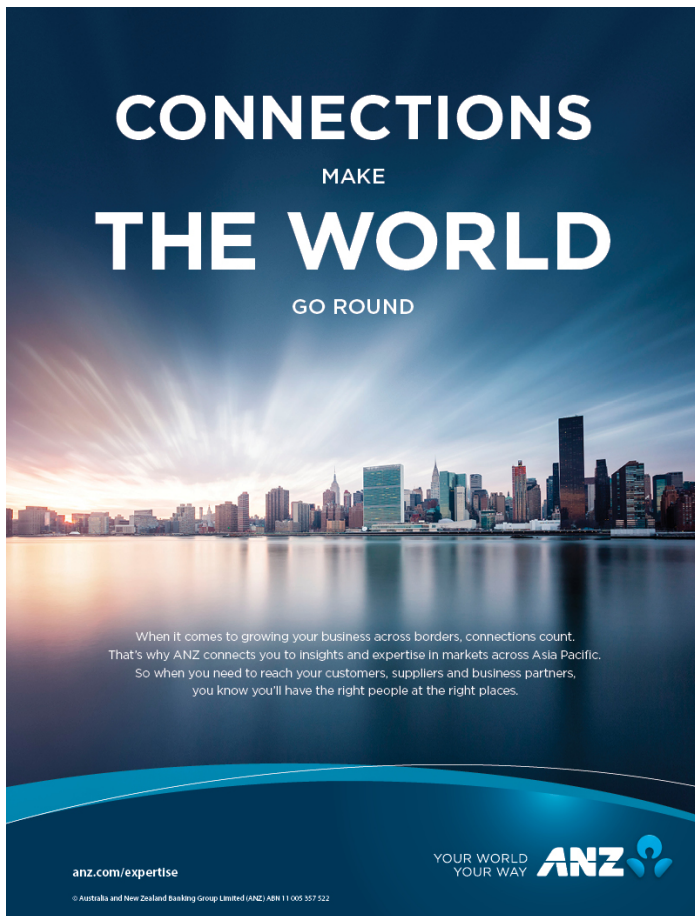
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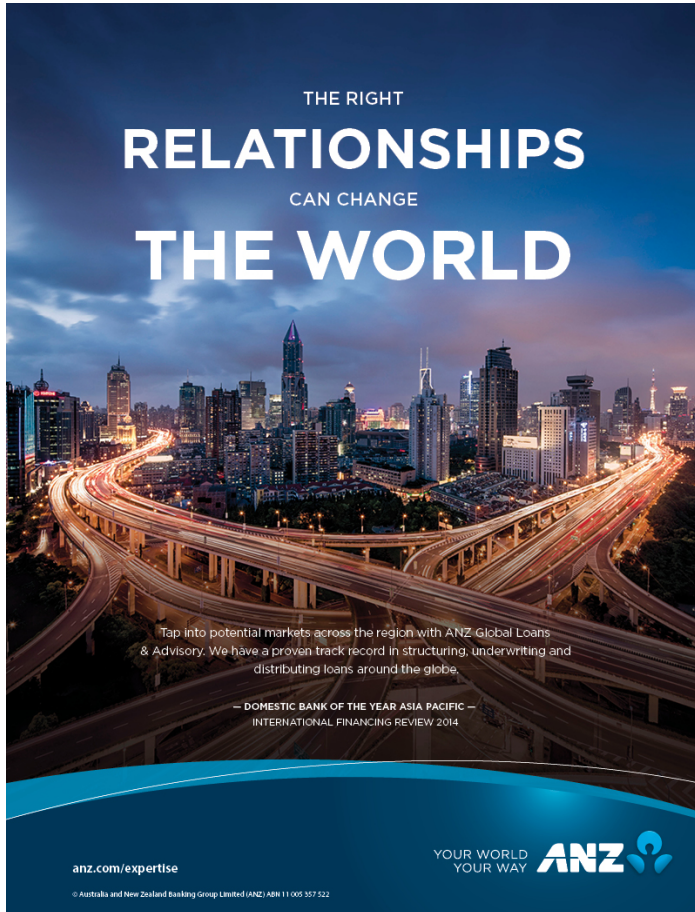
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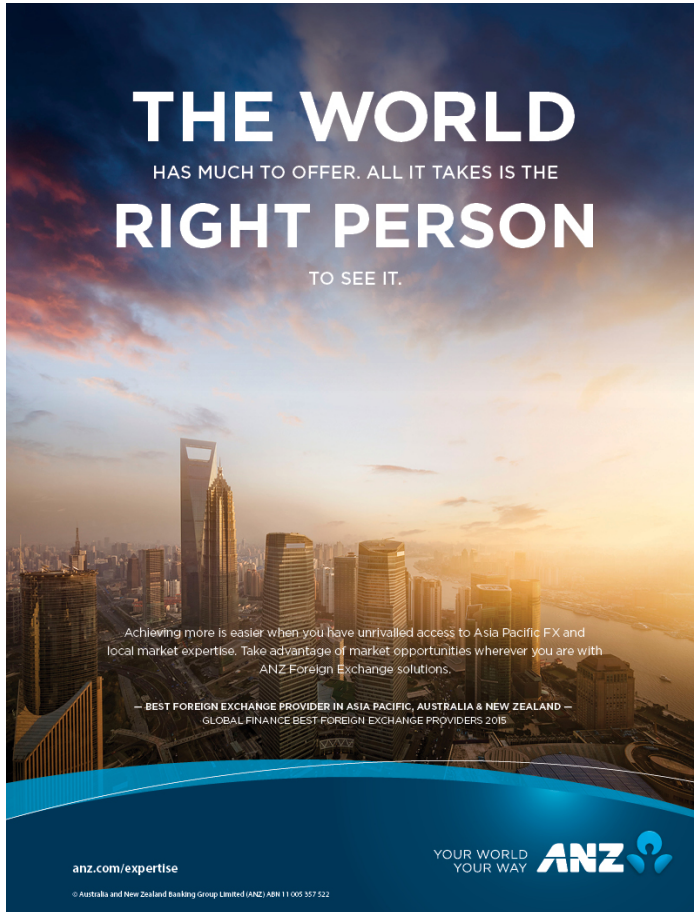
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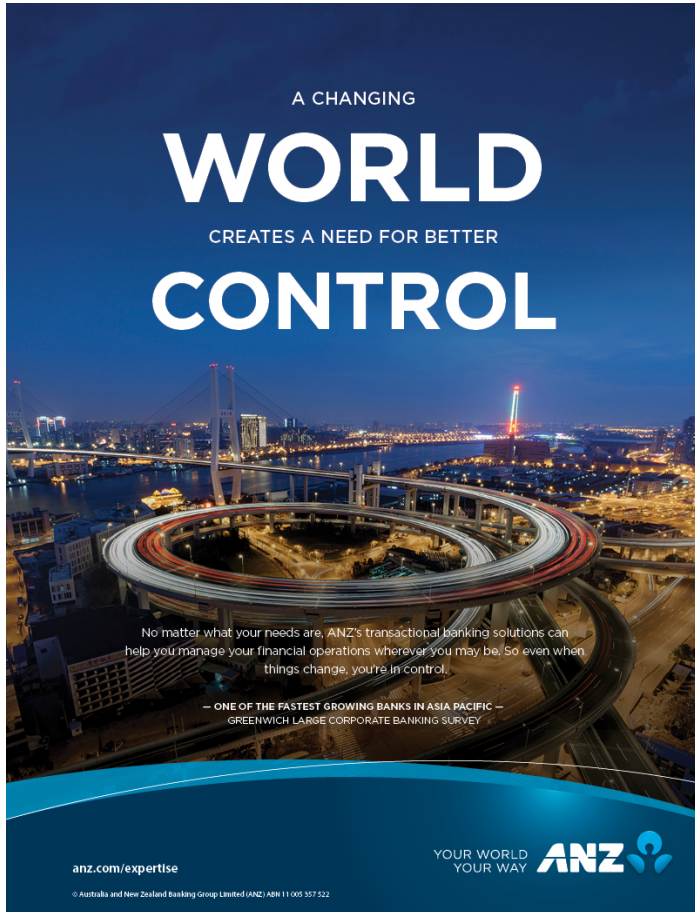
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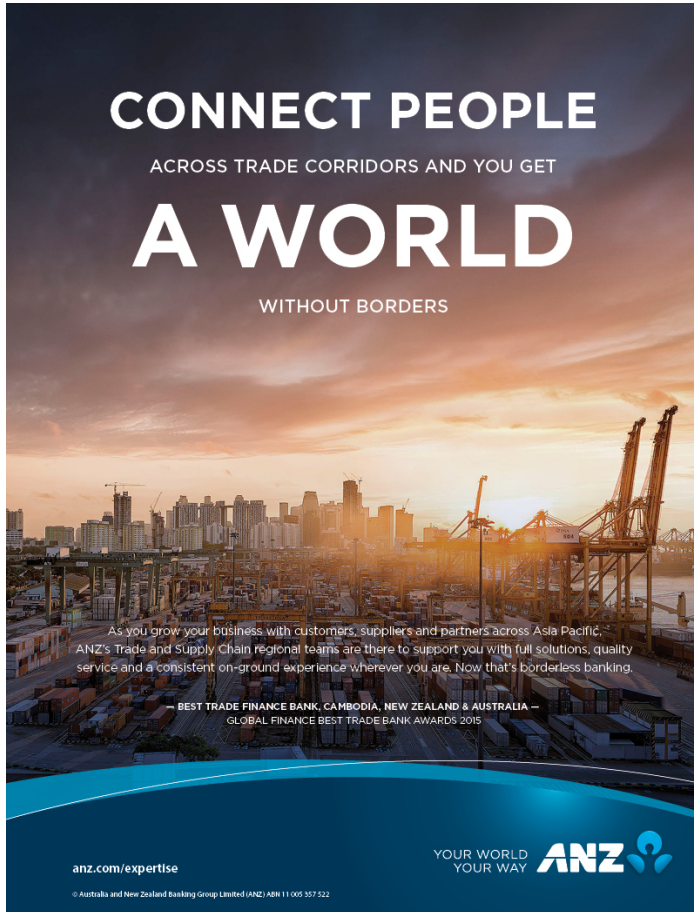
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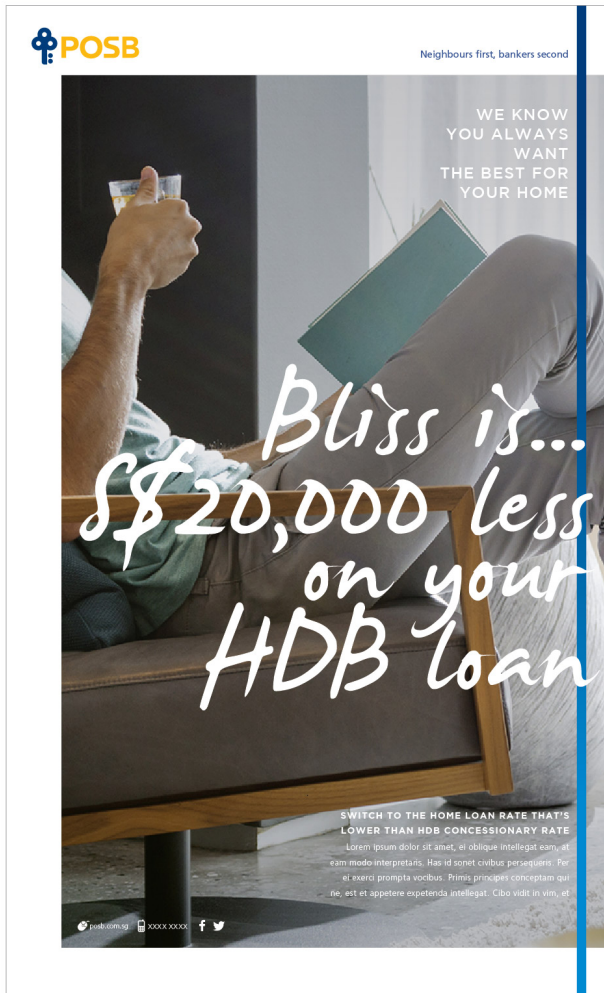





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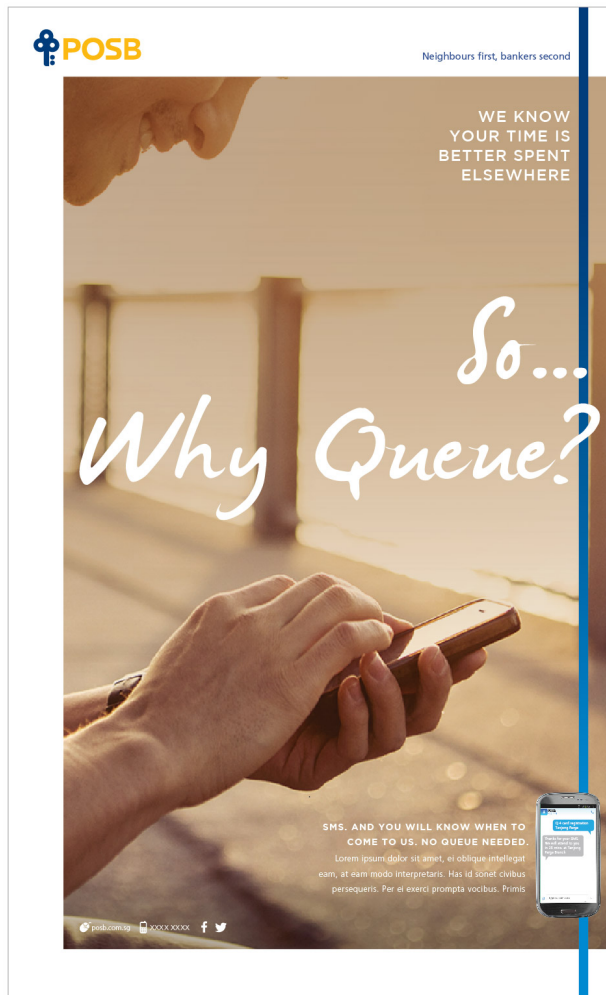
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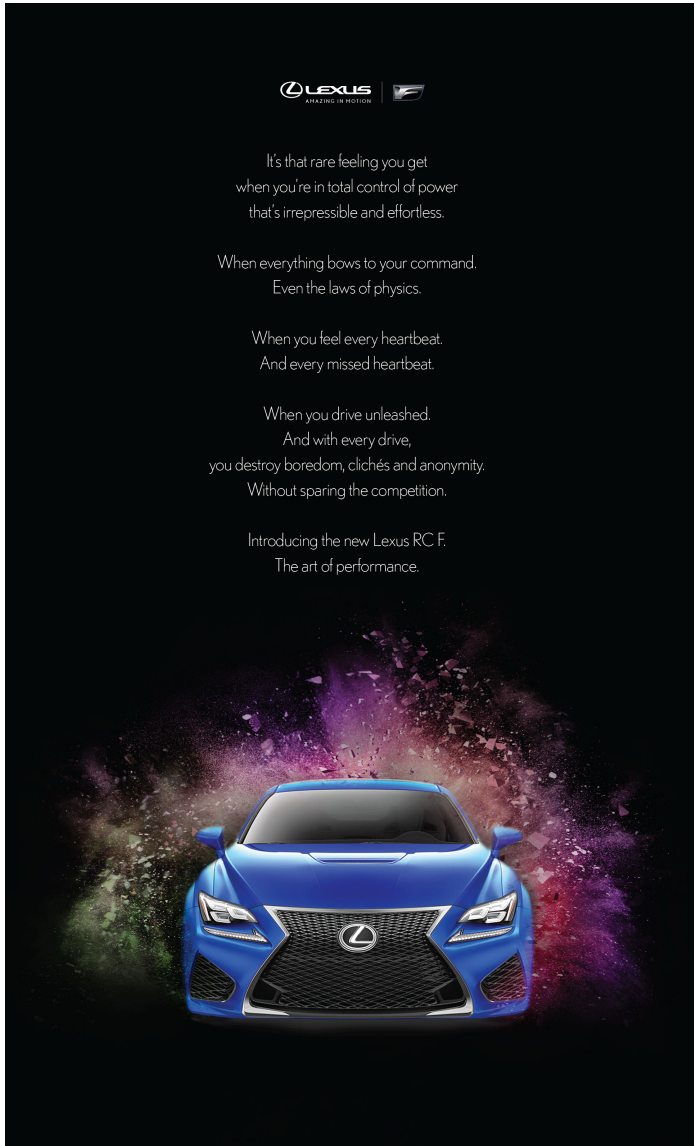
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It's that rare feeling you get
when you're in total control of power
that's irrepressible and effortless.

When everything bows to your command.
Even the laws of physics.

When you feel every heartbeat.
And every missed heartbeat.

When you drive unleashed.
And with every drive,
you destroy boredom, clichés and anonymity.
Without sparing the competition.

Introducing the new Lexus RC F.
The art of performance.

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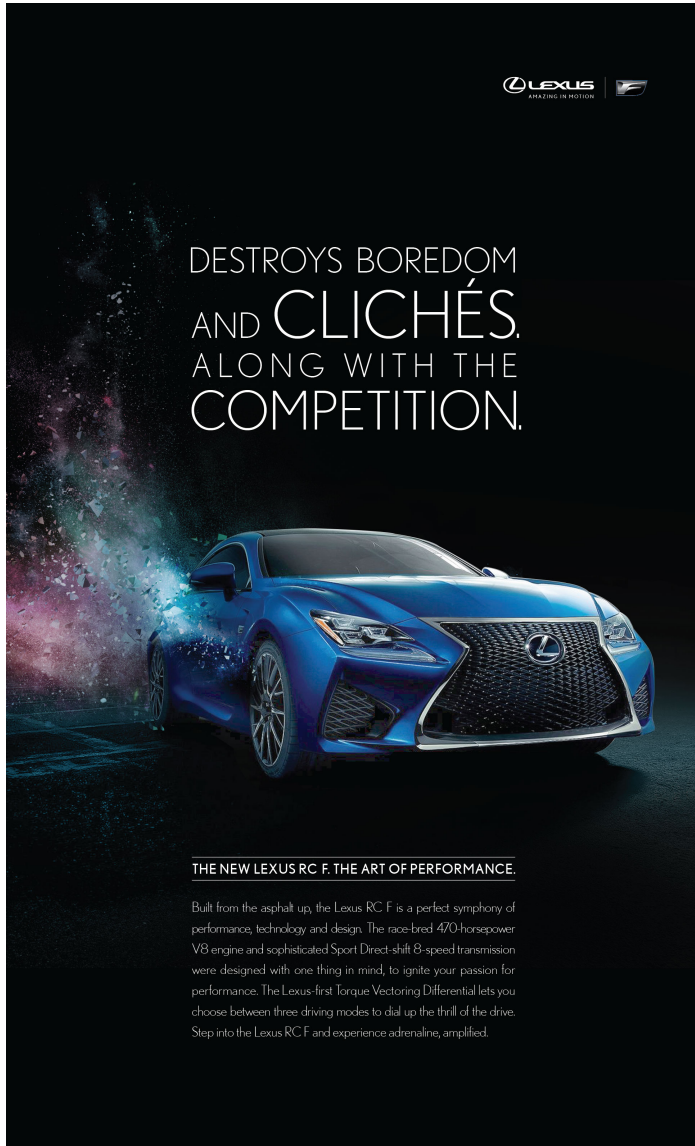
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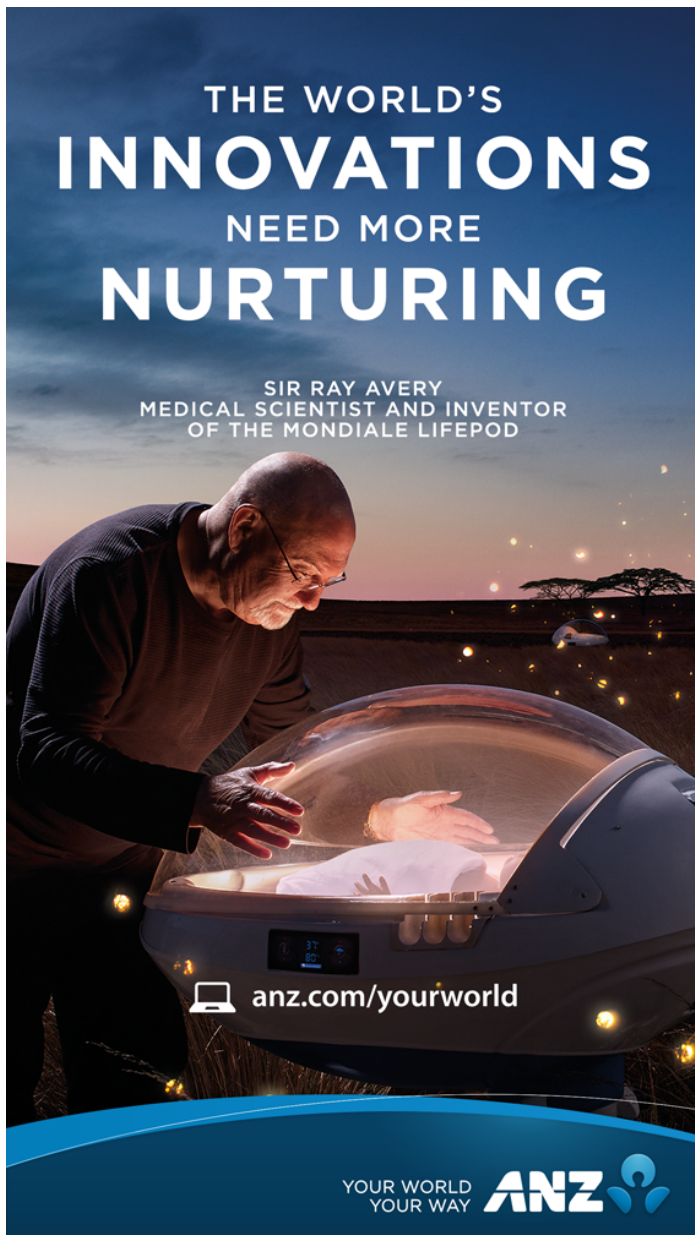
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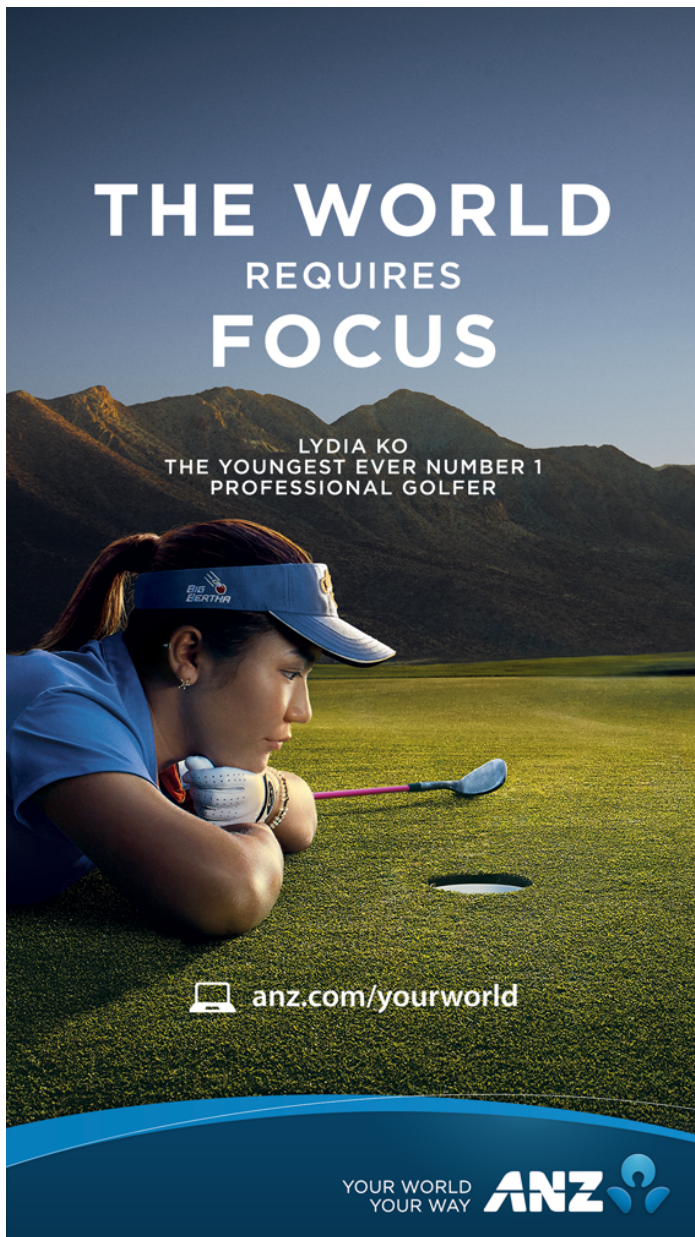
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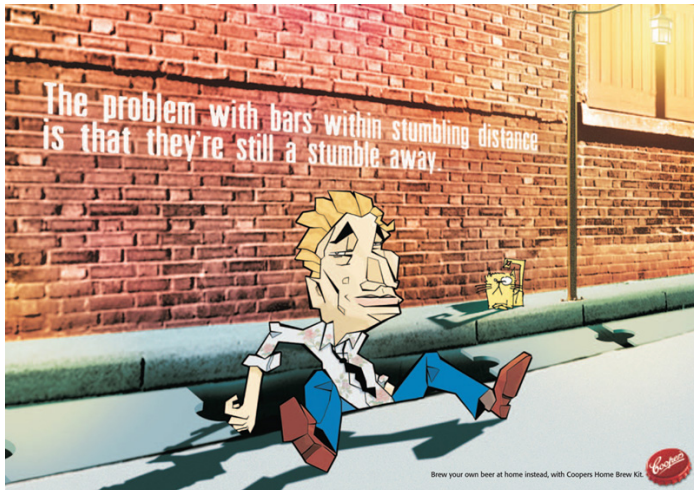
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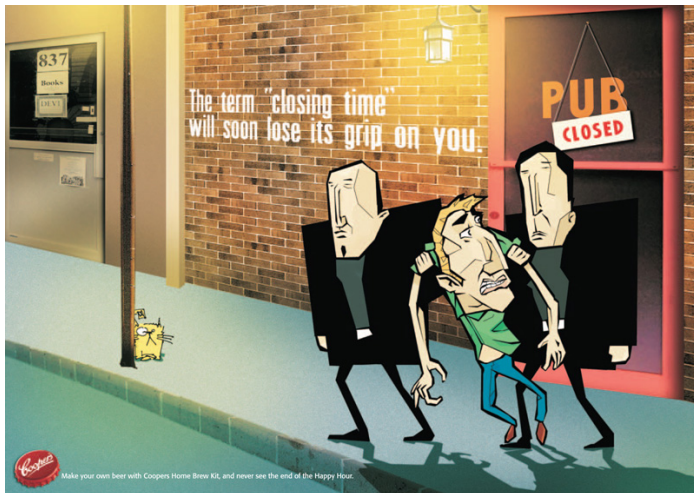
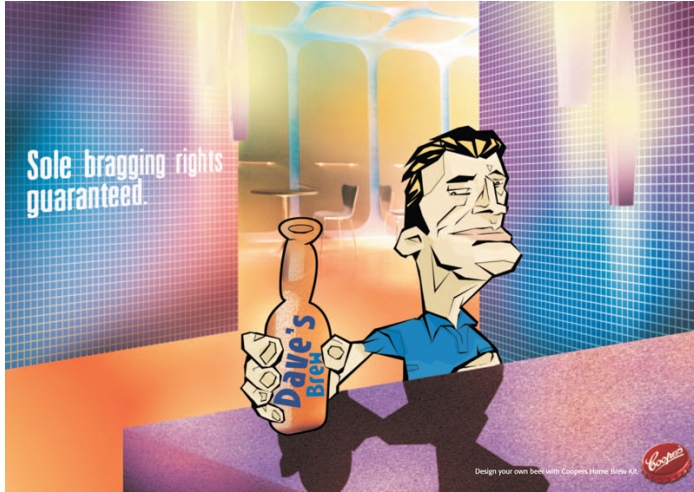
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together is seeing
the smiles on faces,
not smiley faces.

together is innovative Telepresence face-to-face video conferencing that makes every meeting a local one. just imagine how much you'd save if you could get that sense of personal business without having to go to every overseas meeting?

find out more about this and our other solutions at
www.togetherisorange.com.



 together we can do more

Business
Services 

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together is knowing a
company is as unique as
everyone in it.

(even that weird guy who nobody talks to or knows what he does)

together is spending time in your office to really understand
the ins and outs of your business so we can customise a
communications solution that really does fit. that's how you
get to the bottom of truly efficient problem solving.

find out more about this and our other solutions at
www.togetherisorange.com.



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together is saving money,
to save the guy
sitting next to you.

together is putting people first. that's why we've come up with offerings like more-efficient bandwidth usage, cheaper phonecalls or video conferencing that cuts your travel way down. because we believe there's always a way to cut costs so you can save money for the things that really matter.

find out more about this and our other solutions at
www.togetherisorange.com.



 together we can do more

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together is being there,
even when we should be
zzzzzzzzzz the night away.

together is always being there to help, so whenever something stumps you, or an issue pops up, we're only a phonecall away. 24 hours, 7 days a week. because with true partnership, we can do more to keep your business running in a market where every second counts.

find out more about this and our other solutions at
www.togetherisorange.com.



together we can do more

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A LITTLE BIT OF

KNOWLEDGE

IS A DANGEROUS THING.

(SO IS A LOT.)

The new research centre within Saxo's Equity Trading Platform gives you the necessary market insights to trade intelligently.

In chasing little non-vital things, we often overlook the big picture. In trading, size is only useful when put into context. With the deluge of information out there, separating the vital from inconsequential, equals that of finding a needle in the haystack. Skip the clutter and get meaningful and relevant trading insights to accurately dissect the market so you can tell the diamonds from the rocks. Trade intelligently on Saxo's intuitive equity platform for powerful analytics, market intelligence and cutting edge trading tools.

Make your best call at www.saxocapitalmarkets.com.sg

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MARKETS

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NOW IS THE

TIME TO BUY

(REALLY?)

The powerful analytics within Saxo's Equity Trading Platform give you the crucial market insights to make informed investment decisions fast.

If you look back at history and study how investing fortunes were made, you'll find that it wasn't from a random tip in the papers or from the neighbours. Traders become successful by choosing, buying and investing in businesses with incredible growth prospects. They do this with a trading strategy that is built on research, foresight and true-to-market insights. Take cue from the experts, trade like them on Saxo's intuitive equity platform for powerful analytics, market intelligence and cutting edge trading tools.

Make your best call at www.saxocapitalmarkets.com.sg

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YOU CAN'T TELL THE WIDTH OF A

horizon

(BY LOOKING THROUGH A KEYHOLE.)

The historical data and future consensus of Saxo's Equity Trading Platform help you plan a trading strategy that extends beyond the present. Sadly, a pre-occupation with the market's minute-to-minute news won't help you make a brilliant financial move. It's important that you do not join the maddest crowd in hairy trading but maintain a big picture view of market booms, crises, and everything in between. Think far and think wide. Gain from the relevant market intelligence, powerful analytics and cutting edge trading tools that you depend on for a wider view of the horizon on Saxo's equity platform.

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I am
the man who grew
my Mum's shoe shop in
Ang Mo Kio to 200 stores
around the world

Charles Wong
Charles & Keith

We are
the bank that supports
your growth internationally



For a partner that's ready to support your expansion plans, start a conversation with us.

At the height of the financial crisis in 2008, DBS helped finance the building of Charles & Keith's new headquarters, allowing Charles Wong to grow the brand into a global business across 25 countries in Asia, Middle East and Europe. Charles & Keith's pioneering spirit is shared by DBS, Southeast Asia's largest bank, present today in 50 cities in 16 markets worldwide. Making brave decisions is easy when you have the right partner. Whatever your business needs, come chat with us at 1800 222 2200.

Starting up "Instead of being dependent on the shoes supplied by the wholesalers, I wanted to have more control over my own business. I feel a great sense of satisfaction when my customers walk away contented with the shoes that are made 'just for them'."	Regional growth "I constantly challenge myself to perform better. That is what motivates me to excel in my business. Future expansion plans into China and Europe have been laid and DBS plays a vital role in providing us with the financial resources."	Expanding in a recession "It may be unexpected, but then I've never gone by the book. Of course, having a bank that believes in me makes it easier to make brave decisions."
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Visit dbsdialogues.com and you could take home a \$10,000 business office package

DBS. Living, Breathing Asia

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I am
a businessman who
tosses and turns at night,
thinking of ways to
give out bonuses
in this financial crisis

Joe Png
Germaco

We are
the bank that gives you
peaceful sleep every night



For a partner who stands by you, start a conversation with us.

With unstinting support from DBS, Germaco has grown from a standalone family-run business to a multi-million dollar group of six companies that ships specialised cargo worldwide. Through every financial crisis in the last 10 years, DBS has stood firmly by Germaco. As a strong supporter of SMEs, and a leading provider of government-backed loans, we are passionate about growing your business, not just ours. Whatever your business needs, come chat with us at 1800 222 2200.

True partners "My contractors, my bank, my clients, these are my partners whom I count on for support. Even through the 1998 crisis, SARS and the current downturn, my bank has stood by me."	People over profit "We want our employees to be loyal, but we also have to be loyal to our employees. For the past three crises, I've earned my employees' confidence by not only keeping jobs, but also increasing salaries and paying out bonuses."	Thinking as entrepreneurs "My DBS team has, over the years, operated with an SME's mindset. They are a kind of entrepreneur, although they are working as a banker. They are so willing to listen and help, and they can visualise my vision."
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I am
a team of brothers who,
with \$10,000, transformed a vision
into a global enterprise
Phua Yong Tat & Phua Yong Pin
HTL

We are
your bank, ready and willing
to follow you wherever you go



For a partner who shares your vision, start a conversation with us.

Started by the three Phua brothers, HTL designs, manufactures and exports luxury leather sofas to 41 markets. Through every recession and recovery, the company knows that DBS is behind it, no matter what. As the *Best Asian Bank* (FinanceAsia 2009), DBS is here for you. Whatever your business needs, come chat with us at 1800 222 2200.

True allies
"We lost nearly \$1 million in the '85 recession. The '97 Asian financial crisis was even tougher because of the increasing size of the company."
"DBS understood us and increased lines to us. Wherever we go, they are there with us."
- Yong Tat, Yong Pin

Regional expansion tip
"For the last 30 years, I always say that when you plan something, everything is good. But in real practice, you have to discount 30 - 50%. When bringing business overseas, you can't always tell how things will go. You have to be decisive."
- Yong Tat

Choosing your bank
"Other banks just lend you money and when you are not doing well, they want their money back. DBS is different. Our business is their business. We will continue to be good partners with DBS."
- Yong Tat

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I am
part of the team that supplies
ingredients to many of the
world's favourite food brands

Sunny Verghese
OLAM

We are
a bank that adds value
from farmgate to factory



For a partner who is fully committed to your business, start a conversation with us.

When no one had the confidence to invest in Olam, DBS helped raise capital for this then little-known outfit that started as a single-commodity company operating in rural Nigeria. This gave Olam the impetus to grow into a global leader in Forbes' "Asia's Fabulous 50 Companies" list, with revenues of \$8.1 billion and operations in 60 countries. But for DBS, it's all in a day's work. So much so that the Singapore Exchange recently lauded us for our lead role in promoting Singapore as a key fund-raising centre. Whatever your business needs, come chat with us at 1800 222 2200.

Inflexion points "Getting our very first private equity investor, becoming a listed company, going into fixed asset investment, accessing Islamic financing – these are all major turning points in our business. DBS was our partner at every point."	Growing your business "It sounds ironic coming from someone in commodities, but I believe you grow a business by decommunitising it. Every company can offer the same products. But the one that develops a privileged relationship with its customers will earn their trust. That's how DBS earned ours."	Looking long-term "If you're in it for the long haul, you'll want a long-term relationship with your bank. The bank invests a lot into understanding and developing a special insight into your business. There's no point in going from bank to bank, shopping for the most competitive prices."
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I am
a man making tradition
taste new again

George Quek
BreadTalk

We are
your bank raring to support
alternative points of view



For a forward-looking partner, start a conversation with us.

He first did it with BreadTalk, then Food Republic, Toast Box and Din Tai Fung. A trendsetter with a view of how different things can be, George Quek has a reliable partner in DBS. As a bank which broke many conventions including financing Singapore's first multi-storey shopping mall and condominium, we are here to help our customers become trailblazers themselves. DBS financed Da Shi Dai in China in 1997, the first BreadTalk in 2004 and the first Food Republic in Hong Kong. With one new BreadTalk opening everyday, we're here for George wherever he goes. Whatever your business needs, come chat with us at 1800 222 2200.

The challenges of China "In markets such as China, we face competition not only from local but also international brands. When moving into a new market, funding is crucial."	Choosing the right bank "Our partnership has allowed us to mutually support each other. Even if DBS was not the first bank we approached, they always took the initiative to study our proposals and made quick decisions. This was a crucial factor in our rapid business expansion."	Building trust "There is no secret behind BreadTalk's success. We have always been hardworking. For an enterprise to grow big, you need a strong and committed team. No other factors are more crucial than this."
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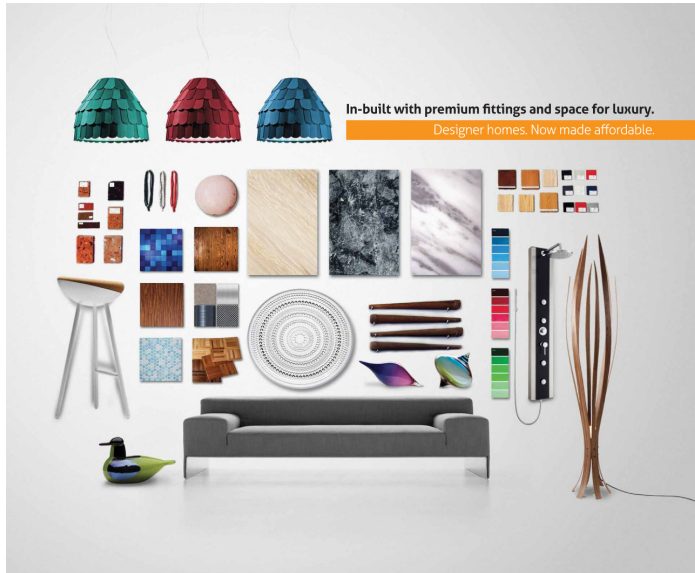
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A photograph of a man and a woman sitting closely together on a wooden pier, looking out over a large body of water. The man is wearing a light green shirt and the woman is wearing a light blue shirt. In the background, there are green hills and a cloudy sky. A small boat is visible on the water to the left.

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A wide-angle shot of two men in white shirts sitting at a long, dark table, looking out a large window at a city skyline. The window is divided into several panes by dark frames. The city skyline is visible in the distance, with various buildings and structures. The lighting is bright, suggesting daytime. The men are seen from behind, and their shadows are cast on the table. The overall atmosphere is professional and contemplative.

It's easy to agree with our clients, but it takes real understanding to offer timely solutions that are relevant to you. At ANZ Signature Priority Banking, we make it a point to get to know your priorities before recommending the most appropriate solutions. And with insights from a network spanning 28 countries across Asia Pacific, your relationship manager will be able to give you comprehensive solutions that best fit you and your family. That way, you know that things will always be in good hands, wherever life takes you.



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Let's get together for a chat. Start with an A-Z Review today.



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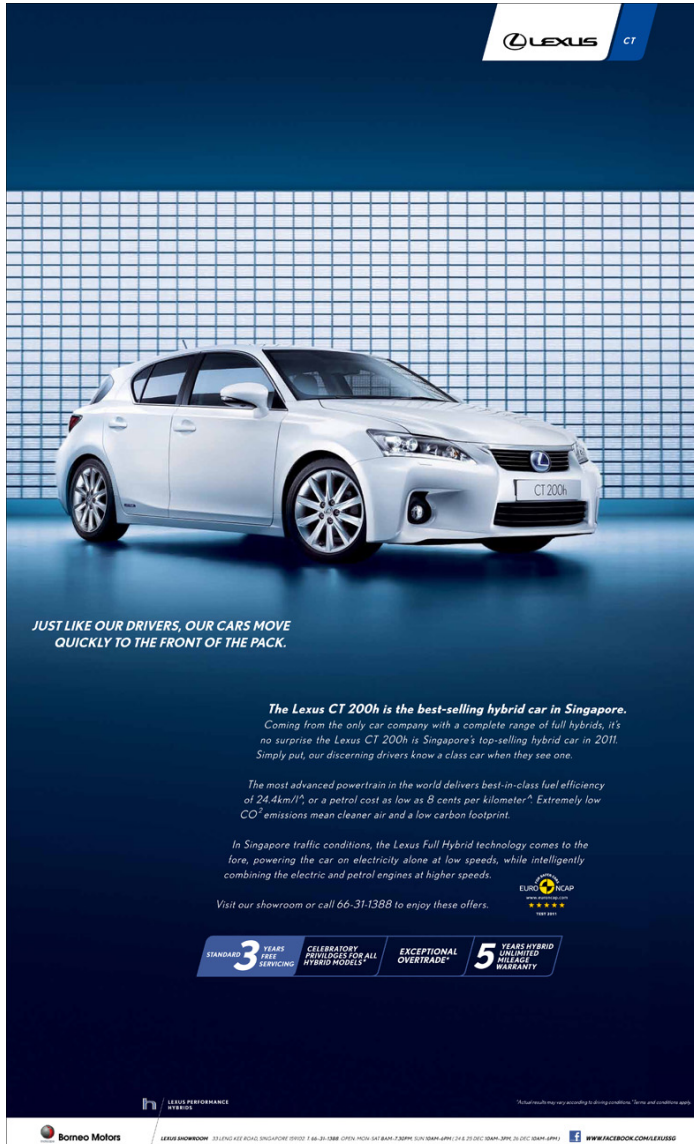
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A white Lexus CT 200h is shown from a front-three-quarter view, parked on a blue surface against a background of a grid of light blue squares. The car's license plate reads 'CT 200h'.

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- Best dining deals at over 1,000 locations islandwide
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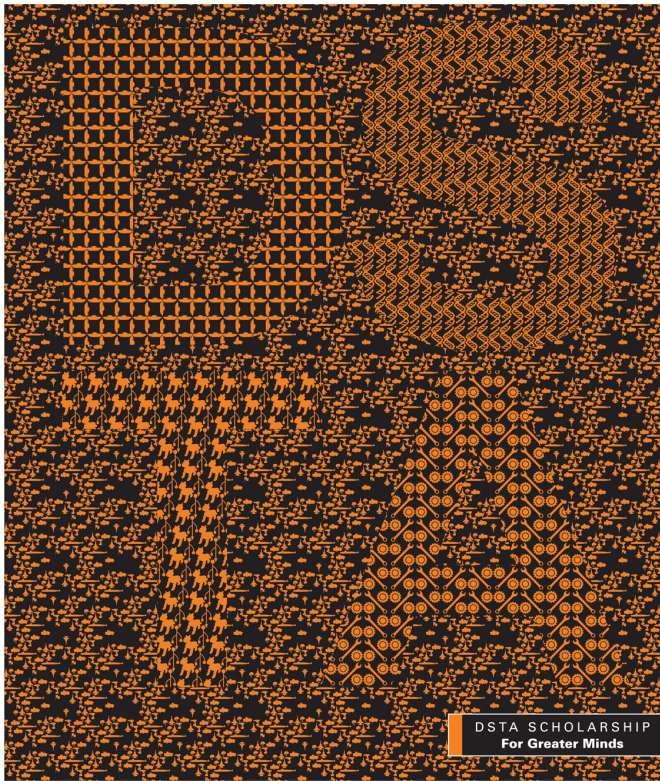
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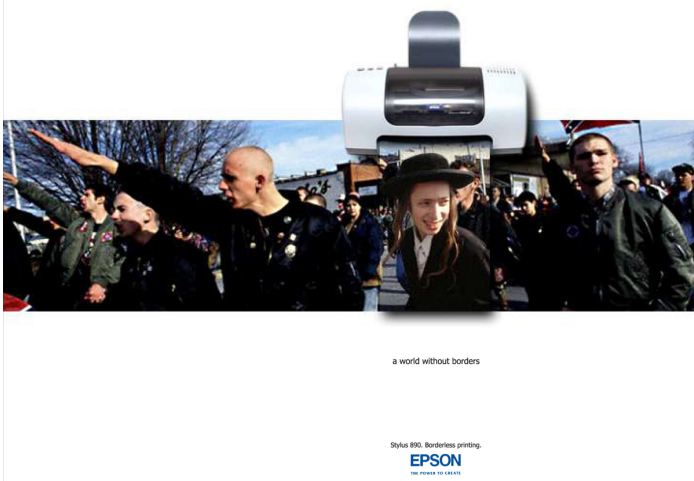
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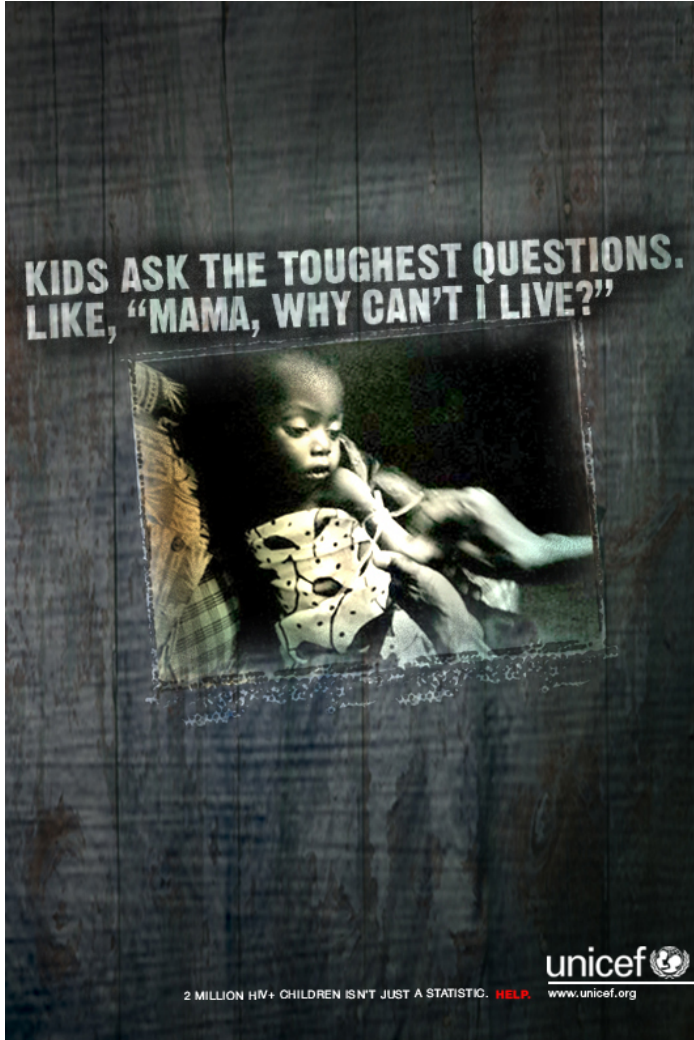
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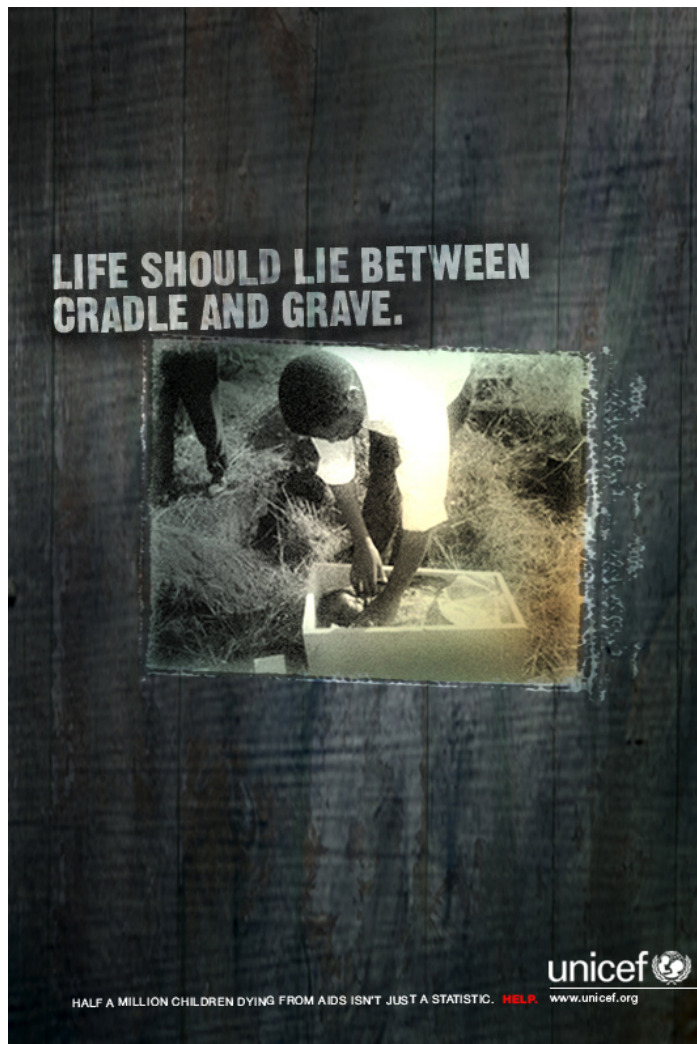
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