



Tan Yen Pooi
Design Team Lead

Yen Pooi is experienced Design Team Lead with a demonstrated history of working in the advertising and in-house industry.

Skilled in Art Direction, Ideation, Motion Graphics, and Illustration.

Contact

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Work Experience (2014-2022)

Design Team Lead

Oliver Agency/ Bayer
2021-2022

A hybrid role to work split into creative and client management. Leading a creative team of 4 to support Bayer's in house- 6 brands (Redoxon, Berocca, Canesten, Bepanthen, Zambuk, Clarityn) in both Malaysia and Singapore. Working on comprehensive design materials from trading marketing, digital campaigns to ecommerce.

- Review and ensure work delivered to clients is of the highest standards.
- Develop coherent and persuasive creative materials across Malaysia and Singapore markets.
- Manage multiple projects from concept through to completion while ensuring all the timelines.
- Collaborate with internal and external shareholders, brand managers, sales marketing managers, and creatives to establish creative direction.
- Constantly gave innovative ideas on how to improve the brand's social media accounts and campaigns.
- Be responsible and report to the Regional business director and account director directly.
- To provide leadership, best practice and direction to the Junior Designers .
- Hand on to support the creative team while keeping a tight timeline.
- Confident and able to handle demanding situations professionally.

Senior Designer

Reprise
2020

Lead senior designer for Nestle team. Key client is MILO® Malaysia.

- Conceptualise and execute design campaigns that effectively communicate campaign messages.
- Create strong art direction for MILO® multiple Digital Campaigns like MILO® Vintage Cans Campaign, MILO® Convoy Campaign, MILO® Squad Kebaikan and more.
- Active team player in brainstorming with creatives.
- Working closely with the MILO® brand team and production team.
- Conduct video shooting for new product launches.
- Constantly gave innovative ideas on how to improve the brand's social media accounts and campaigns.

Education

Saito College 2012- 2014
Diploma in Graphic Design

University of Sunderland 2015- 2017
BA (Hons) in Advertising & Design

Languages

English, Chinese

Tools

Adobe AI, PS, AE, XD, ID, PR

References

/ Roland Tok
Ecommerce Lead in Bayer Singapore

/ Hong Liang Lim
Trade Marketing Manager in Bayer Malaysia

/ Jenifer Ooi
Creative Director in Lion and Lion

/ Ady Tan
Senior Art Director in Reprise Digital

/ Eddy Nazarullah
Creative Director in Reprise Digital
(Contact will be provided upon requested)

Designer

Lion & Lion
2018-2019

A dedicated main designer for many brands such as Acer Taiwan, Coca-Cola Malaysia and Singapore, La Prairie Hong Kong, Indigo Living, NESCAFÉ® Dolce Gusto® Hong Kong and more.

- Worked closely with the client servicing team, social team and production team in several markets to handle brands from Singapore, Taiwan, Hong Kong and Malaysia.
- Actively joining pitches and developing creative ideas from research to execution.
- Several production experiences for ideation, storyboarding, moodboarding, outdoor & indoor shooting, and editing.
- Constantly gave innovative ideas on how to improve the brand's social media accounts and campaigns.
- Proficient at sketching, digital illustration skills, Adobe illustration, Adobe Photoshop, After Effect, Premium Pro, UXpin and Adobe XD.
- Strong creative direction and execution skills applicable on a wide range of Digital channels such as digital media, social media, web and app.

Intern

TBWA
2014

Mainly handled Digi and Mahsuri (An Oyster Flavoured Sauce Brand under Lee Kum Kee).

- Responsible for delivering fast-paced BTL execution like banners, prints, billboard designs, newspaper ads, and flyers for Digi's promotional campaigns.
- Brainstorm for ideas and concepts to support the team.
- Assist with Mahsuri's Suci Sejahtera launch campaign by creating key visuals and other visual assets.
- Experienced TVC production, studio photo shooting and audio recording in Mahsuri's campaign with Malaysian famous actor- Shaheizy Sam.

Brand Experience

Coca Cola, Nestle, Acer Predator, Acer 360 Holo Camera, MILO®, Bayer, Osted, Indigo Living, Get Response, Tropicana Property, Habbitzz, Nescafe, Wrangler , Sinyi Property, Rimmel.