

# ERIC CHIA

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A senior designer / art director with a strong digital & branding focus who has acquired extensive experience in both traditional & integrated advertising agencies. Educated to Masters level.

## PROFESSIONAL PROFILE

**ALTOGETHER DIGITAL** (LONDON, UK)

FREELANCE (Project basis - 2009)

**SENIOR ART DIRECTOR / DESIGNER** (DIGITAL / ADVERTISING)

I was called in mainly to help with Sony pitch. Role involved ideating, art direction and designing. Responsible of directing the key visual and layout for the Sony pitch work including the visual identity for Sony "Feel Sound".

CLIENTS:

SONY EUROPE

NINTENDO WII

**MCCANN ERICKSON WORLDWIDE** (KUALA LUMPUR, MALAYSIA)

3 MONTHS CONTRACT (September - December 2008)

**SENIOR ART DIRECTOR** (ADVERTISING / PRINT / DESIGN / DIGITAL)

I was brought in mainly to assist McCann Erickson Malaysia on their digital side of things. Working very closely with MRM and Momentum to create experiential advertising by using events and digital reach. Projects include Proton MPV launch nationwide campaign, Singapore Coca Cola 2009 "Open Up" campaign and Al Rajhi Bank recession campaign.

CLIENTS:

COCA COLA (MALAYSIA + SINGAPORE)  
PROTON

AL RAJHI BANK  
BFM 89.9

NESPRAY  
KOKO KRUNCH

**PUBLICIS** (KUALA LUMPUR, MALAYSIA)

FREELANCE (August - September 2008)

**SENIOR ART DIRECTOR** (ADVERTISING / PRINT / DESIGN)

CLIENTS:

SIME DARBY

L'OREAL (GARNIER)

**STAFFORD LONG & PARTNERS** (LONDON, UK)

February 2007 to August 2008

**ART DIRECTOR** (DIGITAL / BRANDING / PRINT / ADVERTISING)

### Responsibilities:

- Provide fresh & innovative digital solutions to clients to ensure them on top of their game. Keeping up on current digital trends & technologies both internally & externally.
- Brand guardian & mentoring juniors to ensure individual growth & quality of works.
- Communicate & present ideas to clients. Lead & prepare pitch's presentation from a creative perspective.
- Work with 3rd parties suppliers to achieve professional & high quality creative outputs.
- Develop ideas & initiatives for existing & any potential clients.

CLIENTS:

BARCLAYS CAPITAL  
BANK OF ENGLAND  
COCA-COLA

DSTL  
HARVEY NICHOLS  
KPMG

MOUCHEL  
SCHRODERS  
THE NATIONAL ARCHIVES

**ACTIVE 24** (LONDON, UK)

August 2005 to January 2007

**DESIGN MANAGER** (BRANDING / DIGITAL)

Worked as a design manager in this Pan-European company which focuses on web hosting & server management.

**Responsibilities:**

- Manage & communicate the brand effectively & accurately to its 25 000 customers. Develop Pan-European & local campaigns to suit the UK audience.
- Work with Commercial Directors across Europe to coordinate advertising & marketing campaigns.

**CORDIS COMMUNICATIONS** (LONDON, UK)

April 2004 to August 2005

**LEAD DESIGNER** (PRINT / BRANDING / DIGITAL)**Responsibilities:**

- Lead agency's creative team of 3 designers.
- Supervise all stages of the design process from brief to finished products. Responsible for creative pitches.
- Consultation with clients to provide creative solutions.

## CLIENTS:

AFTER TUESDAY  
BRITISH GASCENTRICA  
ICITHE SPA WAY  
WHSMITH**GREY WORLDWIDE** (KUALA LUMPUR, MALAYSIA)

November 2000 to April 2002

**DESIGNER** (PRINT / BRANDING)**Responsibilities:**

- Brand guardian for British American Tobacco (BAT), KENT account.
- Develop creative campaigns for product launches.
- Successfully introduced the KENT life style philosophies to targeted audience.

## CLIENTS:

DANONE  
DUNHILL (BAT)KENT (BAT)  
RIBENA**EDUCATION**

September 2007 to present

**BIRKBECK, UNIVERSITY OF LONDON** (LONDON, UK)

Diploma in Multimedia &amp; Web Authoring (DIP)

September 2002 to October 2003

**UNIVERSITY COLLEGE FOR THE CREATIVE ARTS** (SURREY, UK)

Awarded Masters in Graphic Communications (MA)

**SOFTWARE PROFICIENCY****ADOBE CREATIVE SUITE** (ADVANCE)**ADOBE DREAMWEAVER - XHTML & CSS** (INTERMEDIATE)**ADOBE FLASH** (INTERMEDIATE)

References available upon request.