



Originality is the foundation of creativity.

Foster fearless thinking. Learn before doing. Leave your comfort zone. See the possibilities. Practice independent thought. Do something just because. Originality fuels our passion for greatness. **Seek. Inspire. Lead. Connect. Create.**





I love what I do—being passionate is critical to success. Anyone can learn the technical aspects of a job, but you can never learn passion. **Concept. Craft. Change.**

EXPERIENCE

Associate Creative Director / June 2017 - May 2020

Senior Art Director / June 2007 - June 2017

SAATCHI & SAATCHI, EL SEGUNDO, CA

For every new vehicle reveal, launch or product updates, our Content team gets the first hand to concept, establishing groundbreaking ideas to create and design original content. From an AR mobile experience at the Auto Show, to designing a Toyota.com Vehicle Reveal Page accompanied with a digital and printed flyer. Our integrated work and deliverables, challenges us to constantly evolve our forms of communication and storytelling through seeking the latest digital and print channels that can enhance and support all of Toyota's marketing needs.

[Toyota Camry AWD Reveal CGI](#) [Toyota Camry AWD Launch](#) [Toyota RAV4 Reveal & Launch](#)

- Proven track record leading and approaching projects with rational and innovative mind-sets from large to small scale projects that exceed creative expectations and client business goals.
- Always seeks to create engaging animated content utilizing the latest technology and techniques like GIF, Cinemagraph, Timelapse, Hyperlapse, and animations.
- Team lead responsible for innovative ideas and creative development for CGI imagery creation within the agency. Spearheaded Toyota's first customized full-CGI video and stills, which called for dynamic storytelling and creating an efficiency pipeline for the future of digital content creation.
- Demonstrated creative expertise in a broad array of areas including TOYOTA.com, web design and usability, understanding agile content needs, Auto Shows, AR, Ebro, collateral, Point-of-Sale displays.
- Strong collaboration with multi-disciplinary team, copywriters, strategist, marketing and social media team, project managers to develop smart solutions and a strategic approach.
- Extensive shoot and post-production experience with studio and location photo shoots, lifestyle photography, Featured Highlight Videos, social and web content.
- Oversees and approves art reviews throughout production process for digital and print. Solid retouching knowledge, selecting assets, video editing, press checks and guiding external partners.
- Orchestrate all aspects of the creative process, including making selections and manages outside resources including photographers, DP, Post House, CGI arthouses, web and interactive sub-contractors, illustrators, freelancers and printers.
- Highly detailed oriented, organized and delivering high-quality work.
- Fostering and inspires permanent creative staff including managing their career growth. Train and onboard new hires including freelancers.
- Ability to multi tasks while always prioritizing client satisfaction and have excellent follow through.



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EXPERIENCE	<p>Senior Art Director / February 2002 - May 2007 Art Director / February 1998 - Feb 2002 THE DESIGNORY INC. LONG BEACH, CA</p> <p>Concept development, design and art direct asset creation for vehicle reveals and launches. Collaborating with copy writers, marketing team to develop strong solutions within the marketing strategy. Orchestrate all aspects of the creative process, including making selections for photographers, illustrators, print material and printing process. Responsible for overseeing and mentoring designers, junior creatives, freelance staff of writers, and production artists.</p> <p>Deliverables included photography and CGI imagery, Designory Brand book, Nissan USA and Canadian brochures, Nissan Accessories, POS, Auto Show Promos and Web. Pro-bono. New business pitches. GMC, Nissan, Mercedes, Levis.</p> <p>Graphic Designer WHITE PLUS DESIGN, EL SEGUNDO, CA</p> <p>Responsible for concept and design, display graphics, packaging and print promos. Mattel, Playmate Toys, Star Trek Toys and Sony Toys</p> <p>Freelance Graphic Designer BD FOX ADVERTISING, SANTA MONICA, CA</p> <p>Tristar, Universal, Buena Vista, Disney, Paramount and Warner</p>
SKILLS	<p>Experience with Adobe Creative Suite, Keynote, MS Outlook, Powerpoint, Excel, Word, AR, Banners, Branding, Brochure, CGI, Corporate Identity, Design, POS, Editing, Experiential, Interactive Online Video, Packaging, Platform (Toyota.com), Print, Retail, Rich Content, Retouching, Image Manipulation, Post Production(stills, videos), Short Form & Long Form Video, Scripts, Social Media, Sketch, Storyboarding, UX (basic knowledge), Wireframe.</p>
EDUCATION	<p>California State University, Long Beach, CA BFA Graphic Design</p> <p>California Institute of The Arts, Valencia, CA Visual Communications</p> <p>State University of New York at Purchase (SUNY) Fine Art Drawing and Painting</p>
INTERNSHIP	<p>Nike World Campus, Beaverton, OR</p>
STATUS	<p>US Citizen, no work authorization or sponsorship required.</p>

Drop in at
Pinkpanda.me

brainstorm_u@yahoo.com
562-412-1888
SIEW LIN CHEAH