

# TEO EELYN

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An art director with almost 10 years of experience in the digital industry. Have worked on a wide range of design projects including large scale digital ad campaigns to some serious cms user interface design. I've worked with big name clients such as Unilever, Maybank, Nestle, Auckland Zoo, Intel, Peugeot, etc.

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*August 2013 - to date*

## Art Director **IMMERSE GROUP**

Work long term on various FMCG brands under Unilever such as Sunsilk, Dove, Marmite and many more that focused on digital marketing campaigns and social engagement online. Aside from Unilever brands, I worked with brands like Abbott, Maybank, Mah Sing Group, and Stabilo on many digitally led campaigns. My role allows me to lead creative pitches, managing clients expectation as well as nurturing my creative team.

*September 2010 - December 2012*

## Interactive Designer **METHOD STUDIOS**

Had a wonderful time working in Method Studios, besides the occasional free ice-cream that I got from the client, I truly enjoy the role and responsibility that I hold in every process from brainstorming to design as well as developing. Aside from digital work, I've also been exposed to other experience such as creating logos, print ads, etc.

March 2010 - to date

## Freelance Interactive Designer / Front-end Developer

### **EELYNNISM**

Worked with various ad agencies and design studios like, DraftFCB, TBWA, INC Creative, Nightshift, Sugar etc. For clients such as, BMW, Pacific Blue, ASB Bank, etc. In the freelance field, I was lucky enough to have worked alongside professionals in different field; learning and gaining experience whenever the opportunity presents itself.

July 2007 - Dec 2009

## Interactive Junior Designer

### **OGILVY**

Working in a large scale team in an advertising agency presents alot of working experience to my career, I learned the importance of teamwork as well as efficiency in completing complex projects whilst staying focus on the project objectives. I was able to worked on numerous projects in different roles such as designing and/or developing for well-known clients, like American Express, BP Australia, Nestle, Holden, Maggi, Sanitarium, etc.

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## *Awards*

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2012

### Communicator Awards - Gold

**Smith & Smith “Smash Hero Kinect game”**

2011

W<sup>3</sup> Awards - Silver, DOPE Awards, BestWebDesignAward - Site of The Day, DesignLicks - Website of The Day, Favourite Website Awards - public shortlist, Pixel Awards - Nominee

**Bell Tea & Coffee Company “Bell for Kids”**

2007

### TUANZ Award - Finalist

**De Escape “New media installation”**

## Qualifications

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December 2006

Bachelor of Computer Graphics Design *distinction*  
**WANGANUI SCHOOL OF DESIGN, NEW ZEALAND**

The highlight for studying in New Zealand was that with the help of my lecturer and classmate, I outdone myself by creating a new media project as my final project. Would totally love to do it again if I have the chance and equipment.

December 2005

Diploma in Multimedia Design  
**THE ONE ACADEMY, MALAYSIA**

While learning everything from figure drawing to video editing in The One Academy, I found my passion for web. That's where I vow to become a web designer.

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## Skills

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Idea conceptualization, art direction, web design, front-end development, typography and digital illustration.

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## Software Proficiencies

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Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Sublime and Microsoft Office Applications.

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