

tan giap how

creative director | art & design

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profile.

Great work starts with a great idea.
Everything else is craft.

Creative Director shaping integrated campaigns for regional and global brands. I believe in idea-first thinking backed by strong craft and disciplined execution.

From Visualizer to Creative Leader, I've led work across AI, digital, social, mobile and traditional platforms — building ideas that resonate across markets. My work has been recognised internationally, and I've been invited to serve as a jury member across regional creative awards.

awards.

Work recognised at:

D&AD
Cannes Lions
The One Show
The Clions
The Webby Awards
London International Awards
New York Festivals
Spikes Asia
ADFEST
AWARD Awards
Gong CCA
Effie Awards

jury experience.

Spikes Asia
New York Festivals
Ad Stars Award
Creative Circle Award
Crowbar Awards

core skills.

Art Direction
Design Systems
Creative Direction
Concept Development
Brand Storytelling
Creative Leadership

tools & platforms.

Mac OS
Adobe Creative Suite
AI Creative Tools
Office 365

languages.

English
Chinese
Malay

education.

Diploma in Graphic Design
Dasein Academy of Art
Professional Certificate in Graphic Design
Malaysia Institute of Art

experience.

Creative Director / Creative Art Lead

Hogarth Singapore
Mar 2022 – Present

Lead creative direction and art & design for the Singtel account, overseeing integrated campaigns across Singapore and Malaysia.

Manage the Singtel retainer and contribute to new business wins including MDDI, NEA, WSG and NCSS.

Guide cross-disciplinary teams to deliver work across AI, digital, social and traditional platforms while maintaining strong craft standards.

Associate Creative Director

Publicis Groupe / HPB One
Dec 2018 – Feb 2022

Creative Art Lead for the Health Promotion Board account, the agency's largest client.

Helped secure the 3-year HPB retainer and led integrated campaigns across digital, social and traditional platforms.

Supported new business wins including Samsung E-commerce, Singtel brand campaigns and Rocher regional.

Associate Creative Director / Head of Art

BBDO Singapore
May 2015 – Nov 2018

Led art direction and campaign development across regional and local clients.

Invited as jury member for the Crowbar Awards (Design) and Gong CCA Awards (Film, Print & Outdoor).

Head of Art

Grey Group Singapore
Jul 2011 – May 2015

Led art direction and campaign development for regional and local brands.

Contributed to the agency being recognised among Singapore's most awarded agencies in Campaign Brief Asia.

Jury member: Spikes Asia Awards, New York Festivals, Ad Stars Award and Gong CCA.

Art Director

Saatchi & Saatchi Singapore
Nov 2009 – Jun 2011

Led conceptual development for integrated campaigns across regional clients.

Launched the Toyota Hybrid Solutions Facebook campaign for TMAP regional page, later recognised as a Facebook Success Story.

Art Director

BBDO Malaysia
Jan 2008 – Nov 2009

Conceptualised and executed integrated campaigns for brands including Maxis Hotlink, MINI, KFC and Olympus.

Art Director

TBWA Malaysia
Jan 2004 – Dec 2007

Developed integrated campaigns and worked closely with the Creative Director on concept and craft.

Selected to represent Malaysia in the TBWA Asia Pacific Young Bloods Program under the Disruption creative model.

Freelance Creative / Designer / Visualizer

May 2002 – Dec 2003

Worked across multiple agencies and studios delivering advertising and design work.

references.

Theophilus Tan

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