

# Sunny Meng

Senior Creative

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## about

I am a senior creative who is well-versed with through-the-line art direction, including art direction, branding, UI & UX design etc. I received the Bachelor's degree in Graphic Arts from University of Southampton. During my over 5 years working experiences, I've worked with a diverse range of clients across different enterprise sizes and sectors.

Though ever-maturing as a senior level designer, I believe that design is not purely about beauty and aesthetics. Instead its value lies in its intention - always place the needs and desires of the user at the forefront and ability to change perceptions through cogently-crafted concepts that are executed in relatable and refreshing ways.

## education

### University of Southampton

Bachelor's degree  
Southampton, U.K., 2014-2017

### Singapore Polytechnic

Diploma  
Singapore., 2011-2014

## skills

Static Design (Ai, Ps, Id)	9/10
UI Design (Figma, Xd)	9/10
Creative Concept	8/10
Motion Design (Ae)	7/10
English, Mandarin	Fluent

## work experience

### VTech Global Pte Ltd

#### - Senior Creative (Asst. Mgr.)

Jul 2023 - Present

- Drove creative direction on development for new launches and campaigns across different channels
- Develop multimedia content ideas in collaboration with graphic designers, 3D designers, developers
- Oversaw and guide graphic, 3D and UI designers in different regional team executed deliverables
- Play a vital creative role in the Maserati MSG Racing Partnership (2 Seasons, 3 years from 2023 - 2025)
  - Event related collateral design
  - Merchandise design
  - Social media content

### Ernst & Young Digital

#### - Senior UI&UX Designer

Jan - Jul 2023

- Play a vital role in defining and delivering digital solutions for clients, ensuring that the user experience is optimized for conversion, adoption, and retention
- Worked on research and refinement aspect of concept and UX design, turning great ideas into tangible prototypes
- Drove the ideation and evaluation process, participated in design sprints at client sites

Clients:

- **IMDA** (Website revamp, <https://www.imda.gov.sg/>)
- **APEC** (Website design, <https://www.apec.org/2023-us-priorities>)

### Edelman - Art Director

2020 - 2022

Worked with creative team to create integrated creative solutions for renowned global and regional brands such as IMDA MOH(ACE), MediaTek, Novartis, Ajinomoto, HP, SP Group, BCA, Mistubishi Power, SGN.

Key campaigns:

#### 1. Singapore Media Festival 2022 (Singapore)

- Drove creative conceptualization and execution of a set of limited edition packs and key visuals for the Singapore Media Festival 2022
- Oversaw junior art directors and interns and executed social media calendar in daily basis; prepared large FA for relevant events

#### 2. SP Group Campaign (Singapore)

- Drove creative conceptualization and execution & lead Art Director for photoshoot and videoshoot (Brand film, key visuals and digital assets)
- Oversaw junior designer and freelancers executed deliverables

#### 3. MediaTek Dimensity 9000 Campaign (Global)

- Conceptualized brand refresh concepts and activation ideas for Dimensity 9000 launch
- Designer for through-the-line execution (print, teaser videos, behind-the-scene videos)

#### 4. Agency for Care Effectiveness Campaign (Singapore)

- Lead Designer for creative conceptualization and through-the-line execution

#### 5. Novartis (Global)

- Lead the UI design for mytcelltherapies.com
- Oversaw creative conceptualisation and execution for each country based on target audiences

#### 6. "BE IN AWE" - Building and Construction Authority (Singapore)

- Lead Designer for the creative conceptualization and execution of the campaign

### Deskera - Graphic Designer

2019-2020

- Worked alongside Design Lead to build new design language and brand identity
- Revamped the look and feel of Deskera's official website. Conceptualized and created digital assets for Deskera's monthly social media calendar on a day-to-day basis
- Illustration Lead for Deskera. Drove the illustration library design for Deskera brand

### New Nanyang Group

#### - Graphic Designer

2017 - 2019

- Lead Designer, Chinese Copywriter for integrated campaigns, designed and wrote weekly/monthly promotional content
- Lead Designer in design high impact events such as the Asia Pacific Blockchain Technology & Innovation Conference 2018