




Carmen Tan

ART DIRECTOR . ANIMATOR . ILLUSTRATOR

 [View My Portfolio](#)

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SUMMARY

Creative professional with 10+ years of experience in art direction, motion design, and content strategy. Adept at leading creative teams, developing strategic campaigns, and crafting compelling visual narratives across multi-channel digital platforms. Passionate about storytelling, problem-solving, and driving audience engagement through design innovation.

- ◆ Creative Leadership & Team Management
- ◆ Campaign Development & Ideation
- ◆ Brand Strategy & Storytelling
- ◆ Cross-Functional Collaboration
- ◆ Agile Project Management
- ◆ Design Thinking & User Experience
- ◆ Art Direction & Concept Development
- ◆ Graphic Design & Illustration
- ◆ Motion Graphics & 2D Animation
- ◆ Digital Media and Content Strategy
- ◆ UI/UX Design & Prototyping
- ◆ Social Media & Digital Marketing

KEY SKILLS AND COMPETENCIES

CREATIVE & TECHNICAL EXPERTISE

Design & Animation Tools	: Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro, InDesign, Animate/Flash), Figma, Toon Boom Harmony, Google Web Designer
Art Direction & Creative Strategy	: Art Direction, Concept Development, Creative Execution, Visual Storytelling, Brand Consistency, Creative Problem Solving, Content Strategy
UX/UI Design	: Wireframe, Storyboarding, Prototyping, User-Centered Design, Figma
Digital Marketing & Analytics	: Digital Marketing, Content Marketing, Email Marketing, Google Analytics, Social Media Analytics, Paid Social Ads (Facebook, Instagram), Marketing Campaigns
Social Media & Content Creation	: Content Strategy, Social Media Design, Campaign Development, Digital Content Creation, Social Media Engagement, Community Management
Project Management & Collaboration	: ClickUp, Trello, Asana, Google Workspace, Microsoft Office Suite

CERTIFICATIONS AND TRAININGS

- ◆ Digital Skills: User Experience
- ◆ Figma Essential Training: The Basics
- ◆ Learning Design Thinking
- ◆ Social Media Analytics Course
- ◆ Fundamentals of Digital Marketing
- ◆ ToonBoom Harmony Training

EDUCATION

Bachelor of Arts (BA), Majoring in Animation
Raffles College of Design and Commerce

LANGUAGE

- ◆ English
- ◆ Cantonese
- ◆ Mandarin
- ◆ Bahasa Malaysia

PROFESSIONAL EXPERIENCE

WEBQLO SDN BHD

2021 - 2024

Art Director

- ✦ Led creative strategy, art direction, and execution for multi-channel digital campaigns (social media, digital ads, web content), ensuring brand consistency.
- ✦ Developed A/B test-driven creative solutions to optimize engagement and audience targeting.
- ✦ Provided creative direction for motion graphics, animation, and visual storytelling, raising production standards.
- ✦ Designed digital experiences, improving user engagement and conversion rates.
- ✦ Created an animated video series for KOSÉ (100K+ views), exceeding brand goals.
- ✦ Mentored junior designers, fostering creativity and maintaining brand consistency.

Junior Art Director

- ✦ 60% proposal win rate, securing new business with KOSÉ, Physiogel, and Clear Valley (Cargill).
- ✦ Led art direction and execution for digital campaigns, ensuring strategic alignment and high-quality output.
- ✦ Managed retainer planning, quality assurance, and production timelines, improving efficiency.
- ✦ Created and set art direction for digital assets (campaigns, moodboards, storyboards, 2D animation, motion graphics, video production) using Adobe Creative Suite.
- ✦ Designed UI/UX-optimized landing pages, improving usability and brand presence.
- ✦ Used Google Analytics, social listening tools, & Meta Ads Manager to refine design decisions and enhance creative performance.
- ✦ Streamlined production workflows, cutting project delivery time by 25%.
- ✦ Contributed to the ideation, planning and execution of HER TIME MATTERS, ROCHE's 2022 Breast Cancer Awareness Campaign, including producing "Dear You, Love Me" animation(55K+ views).
- ✦ *Brands: KOSÉ, Clarins, Physiogel, Clear Valley (Cargill), Perskindol, WEBQLO, Cleverin, Ellgy Plus.*

Grey Matterz Design

2020 - 2021

Assistant Art Director

- ✦ Developed end-to-end animation production, from concept development to motion graphics, storyboarding, and animated content, crafting engaging educational materials using Adobe Creative Suite.
- ✦ Designed and developed motion graphics, animated videos, and digital assets for digital media, ensuring alignment with educational objectives and audience engagement.
- ✦ Integrated audio-visual storytelling techniques to enhance narrative impact and improve user engagement.
- ✦ Collaborated with internal teams to ensure creative consistency and brand alignment across all deliverables.
- ✦ Streamlined production workflows, resolving challenges to meet tight deadlines without compromising quality.
- ✦ Applied creative problem-solving and time management to deliver high-impact digital content, contributing to successful educational projects and curriculum assets.
- ✦ *Brands: DBS Bank, National Library Singapore, Ministry of Education Singapore.*

PROFESSIONAL EXPERIENCE

Naga DDB Tribal

2019-2020

Jr Art Director cum Motion Designer

- ✦ Transitioned into marketing and advertising role from a motion graphics and animation background, expanding expertise in campaign ideation, content creation, and art direction.
- ✦ Designed and animated social media content for Prudential and KFC, boosting brand visibility and user engagement.
- ✦ Led animation production for Prudential's PRU Pulse app digital out-of-home (DOOH) videos, enhancing the brand's presence in high-traffic areas.
- ✦ Created seasonal campaign visuals, blending cultural storytelling and modern design, including Prudential's Chinese New Year campaign.
- ✦ Developed KFC's seasonal greeting video for social media, increasing audience engagement during key promotions.
- ✦ Utilized Adobe After Effects, Photoshop, and Illustrator to craft compelling animations and branded digital assets.
- ✦ *Brands: KFC, (Prudential).*

Lil Critter Workshop

2016 - 2019

2D Character Animator

- ✦ Contributed to Next Quest Pilot, with scenes featured in Toon Boom Harmony's 2021 Showreel.
- ✦ Spearheaded rework initiatives for Hogie the Globehopper (Netflix), improving animation consistency and quality.
- ✦ Animated character performances and motion sequences for Youtube Series such as Peanuts, Tullipop, KiddyzuzaaLand, and Strawberry Shortcake.
- ✦ Collaborated with directors, writers, and animation teams to enhance visual storytelling and character movement.
- ✦ Applied expertise in Toon Boom Harmony and Adobe Creative Suite to optimize workflows and meet tight production deadlines.
- ✦ *Projects I've worked on:*
Wildbrain Project - "KiddyzuzaaLand", "Strawberry Shortcake", "Peanuts" Youtube Series. "Tullipop"
Lil Critter Workshop - "Hogie The Globehopper", "Scarry Barry", "Next Quest"

Animasia Studios

2015 - 2016

Junior Storyboard Artist

- ✦ Created dynamic storyboards to translate scripts into engaging visual narratives.
- ✦ Collaborated with directors and senior artists to refine scene composition, camera angles, and character expressions.
- ✦ Enhanced pre-production workflows, ensuring efficient transitions to the animation phase.
- ✦ Developed story sequences aligned with the show's artistic style using Adobe Animate/Flash.
- ✦ *Projects Harry & Bunny (Cartoon Network Asia), Roll no.21 (Cartoon Network Asia)*

PROFESSIONAL EXPERIENCE

Inspidea Animation Studios

2013 - 2014

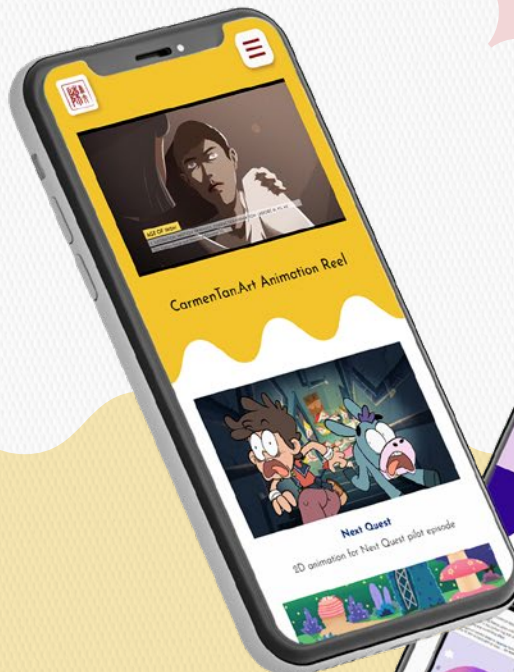
Junior Character Animator

- ◆ Created animated scenes for LoliRock (produced by Marathon Studio), ensuring alignment with the series' creative direction and production requirements.
- ◆ Worked across multiple episodes and music videos, maintaining high animation standards and consistency.
- ◆ Collaborated closely with directors and animators to ensure seamless integration of animated scenes with the broader project vision.
- ◆ Enhanced animation quality and timing through proficient use of Toon Boom Harmony.
- ◆ *Projects: LoliRock (produced by Marathon Studios)*

THANK YOU FOR YOUR TIME!

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