

NELSON PINONTOAN

Associate Creative Director

106 Spottiswoode Park Road, #03-134, Singapore 080106

(65) 8113 0603 | nelsonpinontoan@yahoo.co.uk | nelsonpinontoan.myportfolio.com



About Me

An award winning designer with +10years experience in creative industries (digital/print, fashion, jewellery, interior/architecture) and corporate offices globally.

Strong conceptualisation, design and execution of a variety of projects to including UI/UX, web design, interactive applications, branding, graphic, visual merchandising, styling and interior decorator. Superior organisational, problem-solving skills, self-motivated, goal oriented, fast learner and able to communicate and work as a team or independently.

Experience

Associate Creative Director (Consultant)

01.2017 - Present, Jakarta - Dot Com Solution

Creative lead on all UI/UX, Social Media Strategy, Interactive and Digital related projects for clients such as Kalbe Farma, Standard Chartered Bank and other leading brands.

Key Achievements:

- Won the Social Media Campaign pitch for Sahabat Luka by Kalbe Farma.

Associate Creative Director (Consultant)

09.2016 - 12.2016, Singapore - Magnet Partnership

Creative lead on all interactive, digital and print related projects for clients such as Aviva Investors, Allianz Global Investors, Bank of Singapore and other leading brands.

Key Achievements:

- Building a new interactive/print team for Singapore office.
- Provided communication management digital solution for Bank of Singapore.

Interactive Art Director

12.2014 - 08.2016, Singapore - formul8

Creative lead on all interactive and digital related projects for clients such as Temasek, CapitaLand, ABN Amro Bank, Standard Chartered Bank, Singapore Sports Hub, Bordier & Cie and other leading brands.

Managed a small creative team of senior/junior designers, developers and freelancers.

Worked on campaign ideation, creative strategy, information architecture, UI/UX design and deck presentations for pitch assignments.

Key Achievements:

- Increased impressions by 30% for Temasek Review 2015 web banner.
- Met deadlines consistently and manage a project between Singapore and Dubai.
- Redesign and implemented more effective company website and credentials.

Founder/Creative Director

06.2013 - 11.2014, Singapore - artN2design

Developed and designed Visual Merchandising, Styling, Interior Design, Corporate Identity, Marketing Materials, Publication, Promotional, Packaging, Advertisement, Web Design and Photography for client such as B'Tots Boutique (Saneta, Mayoral & SUNUVA) and private customers.

Managed and facilitated of multiple communication projects within deadlines and budgetary guidelines.

Provide direction and supervision, including relationships with clients, vendors, and printers.

Key Achievements:

- Increased customer database 10% for B'Tots through Facebook Ads & styling.
- Founded artN2design to provide one-stop-solution design services.

Interactive Art Director

02.2012 - 05.2013, Singapore - formul8

Creative lead on all interactive and digital related projects for clients such as Temasek, Hilton Worldwide, ABN Amro Bank, Standard Chartered Bank, Starhub, Marina Bay Sands Singapore, Mercedes and other leading brands.

Key Achievements:

- Built a new interactive team for Singapore office.
- Were confirmed after 2 months in the role.

Art Director (Contract)

01.2011 - 06.2011, Singapore - Forever Jewels Pte Ltd

Developed and designed Web Design, Visual Corporate Identity, Publication, Promotional, Packaging, Brochure, Visual Merchandising, Interior Design and Photography for Internal and External clients.

Managed and facilitated of multiple communication projects including in-house brands (March, CUPID and Assassino) within deadlines and budgetary guidelines.

Provide direction and supervision, including relationships with clients, vendors, and printers.

Leading a small team of designers.

Key Achievements:

- Increased 10 new catalogue collections in 3 months before the jewellery fair.

Founder/Freelance Designer

01.2009 - 12.2010, Singapore - artN2design

Developed and designed Web Design, Corporate Identity, Marketing Materials, Publication, Promotional, Packaging, Advertisement, Interior Design, Styling and Photography for client such as Changi Airport Group, Align Consulting, Carrots Consulting, Diageo Asia Pacific and private customers.

Key Achievements:

- Founded new clients for Interior Design services.

Senior Visual Designer

05.2006 - 12.2008, Singapore - Axis Architects Planners

Decorating show flats.

Sourced for the Architect and Interior Design suppliers (tiles, marbles, sanitary wares/fittings, kitchen appliances/hardware and furniture's) and dealing with them on a project basis (Procurement).

Developed and designed in-house graphic and multimedia such as Website, Corporate Identity, Invitation Card, Presentation, Post Card and Magazine Ad.

Key Achievements:

- Improved styling skill.

Graphic Designer

10.2005 - 03.2006, Thailand - GLOBAL-FINDINGS.COM GROUP LTD

Developed and designed in-house graphic and multimedia for the Marketing Department such as, Corporate Identity, 2D/3D Catalogue, Exhibition Booth for the Jewellery Trade Fair, Poster, and Magazine Ad.

Key Achievements:

- Were converted from internship to fulltime staff.





Visual Merchandiser

01.1994 - 06.1998, Indonesia - DANDY BURHAN Fashion House

Developed and designed visual merchandising and promotional tools such as, invitation card for fashion show, stylist for the photography session, postcard and print ad.

Licensed with Dept. Store for rental of space and profit sharing.

Worked with a team of 30 people.

Key Achievements:

- Launched ready-to-wear collection for Dandy Burhan Fashion House.

Skills

Art Direction	●●●●●●●●●●
Photoshop	●●●●●●●●●●
Illustrator	●●●●●●●●●●
UI/UX	●●●●●●●●●●
Muse	●●●●●●●●●●
HTML5/CSS3	●●●●●●●●●●
Azure	●●●●●●●●●●
Flash	●●●●●●●●●●
InDesign	●●●●●●●●●●
After Effects	●●●●●●●●●●
Premiere Pro	●●●●●●●●●●
3D Max	●●●●●●●●●●
Visual Merchandising	●●●●●●●●●●
Styling	●●●●●●●●●●
Interior Design	●●●●●●●●●●

Educational

Raffles Design Institute, Bangkok

Advanced Diploma in Visual Communication, April 2006

Staffordshire University, UK

Higher Diploma in Business Studies, December 2001

Milestones Achieved

Web Index 10 (International), The Pepin Press 2014

Home & Decor Magazine (Singapore), November Issue 2010

The Straits Times (Singapore), November 20, 2010

Web Index 7 (International), The Pepin Press 2008

Banter Magazine (Singapore), Vol 2 Issue 5 & 6 July 2006

PLAY ON Arts & Lifestyle Magazine (Bangkok), October 2005

MENU GRAPHICS (Bangkok), May 2005

Deviant Art Exhibition (Bangkok), 06-30 April 2005

Certification

Creator Collective

Workshops covering Content Creation and Content Marketing: strategy, ideation, production, amplification, distribution, optimisation and monetisation.

Award Recieved

Designer Extraordinaire

Winning design for ADRA Thailand Brochure. To promote their latest project "Keeping Girls Safe Project in Chiangrai", Bangkok January 2006

Interests

Origami, DIY, History, Design, Architecture, Technology, Animation, Movies, Opera, Theater, Sports (Tennis, Swimming, Rollerblade, Squash) and Music.

Social Media



Nelson Pinontoan



artN2design



N2Siastic



@N2Shoots | @N2Styles | @N2Eat



N2Shoots



artN2design



nelsonpinontoan@yahoo.co.uk



nelsonpinontoan.myportfolio.com

