



Jef Tan MDIA

TELEPHONE +61 403 800 791 **EMAIL** jeftan@gmail.com **URL** <http://jefsix.com/>

ADDRESS 12/22 Saxon Street, Brunswick, Victoria 3056, Australia

“Where's the bloody line?”

Online, offline, above-the-line, below-the-line; one line doesn't change: the almighty deadline.
It keeps Jef on his toes and constantly alive: delivering fresh ideas on time and on the money.

With over ten years of experience in the advertising and graphic design industry, one can claim he's seen just about everything.
From the obsolescence of airbrush machines and blue-pencil'd bromides to the first Macintosh beige-box to today's wonder machines that can do everything but make the coffee. From “Website? What's that?” to “I'd like mine in XML and make it skinny buddy!” What's next?

From a career that began in Singapore, Jef worked with regionally based clients and learnt to deliver quality work whilst staying sensitive to inter-cultural sensibilities, seeing the fruits of his labour distributed in Malaysia, Indonesia, Thailand, the UAE, Sudan, Kuwait, Central Africa and even here, in Australia. If anything, these experiences have been valuable in shaping Jef's abilities to empathise and conceptualise.



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RÉSUMÉ

Employment History

FREELANCE

MELBOURNE, AUSTRALIA

July 2007 to present

APPOINTMENTS

Admark, Designgrant, The Boiler Room, Plutonium, Hoyne Design, Belong, Australian Business Theatre, Cornwell Design, Sense Advertising, Cabria Design

TONIC COMMUNICATIONS LLC

DUBAI, UAE

2 July 2005 – 29 June 2007

Senior Art Director/
Design Director

CLIENTS

Wyeth Pharmaceuticals: Age 3, Age4, GAFS,
Dubai Multi Commodities Centre, Dubai Sports City,
DAL Group (Sudan): Capo/Safia/Nobo,
African & Eastern: Smirnoff, Legrand, Nakheel,
Global Estate Group, Park Hyatt Dubai,
Mirage Promotions, Rasmala Investments,
MTE Studios

RESPONSIBILITIES

Concept, campaign execution and creative content on TV, print and interactive media. Creative media integration. Through-the-line applications. Setting up of Design Department as per corporate expansion objectives. Art direction.

PRESS MENTIONS

Gulf Marketing Review: UAE Young Creatives
LÜRZER's Archive Magazine

ATTACK CMG PTE LTD

SINGAPORE

5 May 2002 – 5 November 2004

Creative Head

CLIENTS

Zing Mobile, Newera Equipment,
Ministry of Community Development,
Pets & Poochies, Parenthings.com, EMI Singapore,
The Tamarind, Hard Rock Cafe, The Richemont Group,
The Singapore Polo Club, Halia Restaurant
The American Chamber of Commerce Singapore
Toni & Guy Singapore, The Discovery Channel,
Turbo Print

RESPONSIBILITIES

Concept, campaign execution and creative content on print and interactive media. Creative media integration. Art direction.

PRESS MENTIONS

Singapore Creative Circle Awards 2003
LÜRZER's Archive Magazine

SIXTHSENSE IDS

SINGAPORE

27 November 1998 – 28 February 2002

Principal Designer

CLIENTS

NIKE South East Asia, Luxasia Pte Ltd, Hitachi ASP,
The Singapore Exchange, LaSalle-SIA College of
The Arts, Ho Printing, MTV Asia, Indulgence Foods,
Caltex, The Singapore Marriott Hotel,
The Emerald Hill Group, Bang & Olufsen Asia,
Comfort Transportation, Shu Uemura,
King Koil Beds, Wulf Gaertner Singapore

RESPONSIBILITIES

Concept, campaign execution and creative content on print, web and interactive media. Creative media integration. Art direction.

RÉSUMÉ

(continued, page 3 of 5)

INFORMATION

LABORATORIES SINGAPORE

SINGAPORE

5 June 1995 – 23 October 1998

Art Director

CLIENTS

Hewlett-Packard Singapore and Asia Pacific,
The Singapore Parliament,
The Singapore History Museum,
Bang & Olufsen Singapore,
Action for AIDS Singapore, Trademart Singapore,
Reed Exhibitions International,
The Link Group of Stores, The Children's Cancer
Foundation, Publicitas Group, Hill & Knowlton SEA,
Stuart Anderson's Black Angus Restaurants

RESPONSIBILITIES

Art direction, styling and copywriting craft
in print and advertising.

AWARDS

Best Website Asia Pacific 1997
for Action for AIDS Singapore.

PRESS MENTIONS

Launched the Singapore Parliament's First Website,
historically the 3rd website of the Singapore
Government.

POUNDS SHANKS JORDAN ADVERTISING

SINGAPORE

4 July 1994 – 29 June 1995

Assistant Art Director

CLIENTS

Golden Village Cinemas, Tiong Bahru Plaza,
Berger Paint, Yamaha Music School

RESPONSIBILITIES

Art direction, styling and copywriting craft in print
and advertising. Assisted in setting up
Pounds & Jordan Kuala Lumpur.

Academic

TEMASEK POLYTECHNIC

SCHOOL OF DESIGN

1991 – 1994

QUALIFICATIONS

Diploma, Visual Communications
(BACHELOR EQUIVALENT)
Merit 1994

ACCOMPLISHMENTS

Merit Award, National Youth Festival of Art
Chairman of Graduation Committee
Internship mentions: Spearheaded
design of a new range of watches ("One Kind
Watches") for the Singapore tourism board featuring
local slangs, traditions and cultural quirks .

PRESS MENTIONS

"One Kind Watches", The Straits Times
Other mentions: Course Curriculum Evaluation
Committee (2000) invited Guest

RÉSUMÉ

(continued, page 4 of 5)

Skill

LANGUAGE

Excellent in verbal and written English.
Proficient in conversational *Húayu* (Mandarin).

DESKTOP

Adobe Creative Suite 3: Photoshop, InDesign,
Illustrator, Acrobat Professional
Macromedia: Freehand, Fontographer
Microsoft Office: Word, Powerpoint, Excel
MYOB

ATTITUDE

I am enthusiastic, well organised and ambitious
and have an optimistic approach to life.
I am passionate with creative work
and I love a good idea.

TRANSFERABLE

Organisational skills, client relations,
copywriting, drawing, emphatic approach
to problem solving, resourcefulness.

Personal

DATE OF BIRTH

11 November 1970

MARITAL STATUS

Single

RESIDENCY

Australian, Permanent (S7029432D)

PASTIME

Music, writing, art, gym-fitness and travel

CLUBS/MEMBERSHIPS

Member, Australian Graphic Design Association
Member, Melbourne Advertising & Design Club
Member, Australian Writers Guild
Member, Victorian Writers Centre

Referees

STUART LEGATT

Managing Director
ADMARK, MELBOURNE
PHONE 9207 8888
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GUILLAUME ROUX

Creative Director
SENSE ADVERTISING, MELBOURNE
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ARNAUD VERCHÉRE

Managing Director
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BELINDA CABRIA

Creative Director
CABRIA DESIGN, MELBOURNE
PHONE 04 38 766 112
E-MAIL belinda@cabriadesign.com.au

ELISABETH GRANT

Creative Director
DESIGNGRANT, MELBOURNE
PHONE 9836 5222
E-MAIL liz@designgrant.com.au

MELISSA THAM

Communications Director
DISCOVERY ASIA. INC, SINGAPORE
E-MAIL melissa_tham@discovery.com

RÉSUMÉ

(continued, page 5 of 5)

Work samples

ADVERTISING - ART DIRECTION

This PDF contains ATL work and comprises of press campaigns, key visuals and strategic marketing communication devices. Download this sample here:

<http://www.jefsix.com/wp-content/uploads/jeftanadv.pdf>

ADVERTISING - TV WORK

This web page covers various television commercials that were aired between 2005 to 2007.

Visit the page here:

<http://jeftanmotion.blogspot.com/>

DESIGN AND BRANDING

This PDF contains BTL work and comprises of graphic design pieces as well as conceptual branding work across varied media spanning the conventional (direct marketing) to the challenging (ambient, guerilla).

Download this sample here:

<http://www.jefsix.com/wp-content/uploads/jeftanbrand.pdf>

CORPORATE IDENTITY

This PDF contains logo and new branding identity design work that is a spectrum of genres: corporate to personal. Download this sample here:

<http://www.jefsix.com/wp-content/uploads/jeftanid.pdf>