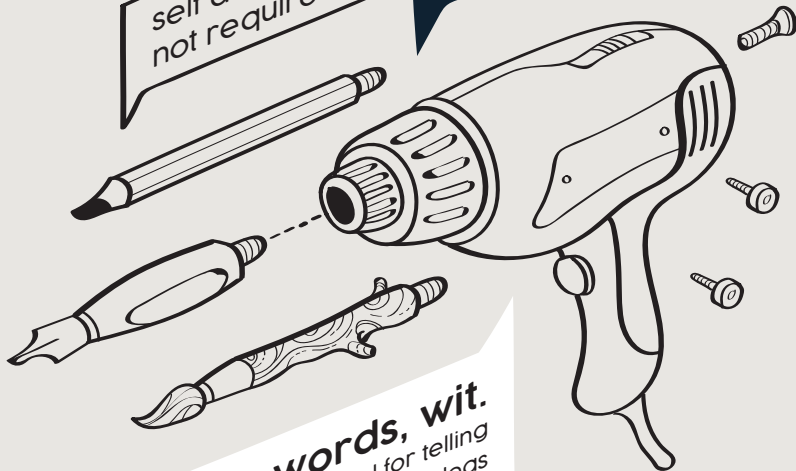


cherie  
Tan

design +  
copywriting +  
marketing

self assembly  
not required



Visuals, words, wit.  
Your master tool for telling  
compelling stories & selling ideas

Adobe skills:



10 years of delighting clients with imaginative design and crisp, objective-driven copy.



Inquisitive and quick to get to the heart of the product, distilling it into consumer-friendly content.



Versatile across traditional and digital mediums, from websites and social media to brochures, print ads, powerpoint decks, newsletters and annual reports.

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## Professional experience

**Freelance  
Illustrator + Designer  
+ Copywriter  
2005 - present**

Local and overseas clients include:

- Bates Asia for Heineken
- Director's Think Tank (Msia) for Maxxis
- Equuz Design, for yearbook illustrations
- Saatchi & Saatchi for ESPN
- DDB for National Health Promotion Board
- Ogilvy & Mather for PAVE
- Ogilvy Redworks for World AIDS Day
- GREY for National Youth Council
- Publicis, wall murals
- Hilton Singapore
- Community Health Assessment Team, Singapore
- Home Nursing Foundation, Singapore
- Dainese Singapore, social media content creation

**Flight Plan SG  
Designer + Copywriter  
2011 - 2019**

Curated creative projects from concept through completion, creating original graphics and text. Worked closely with clients to create vision, conceive designs, and consistently meet deadlines and requirements. Managed freelance designers, consultants and vendors to meet project requirements.

**\*SCAPE Co. Ltd  
Creative Head  
2007 - 2011**

\*SCAPE is an iconic national youth organisation that manages Singapore's first building designed by youth for youth, featuring facilities like music & dance studios, a gallery, theatre and an urban sports playground in the city centre.

Key Achievements:

- Developing and overseeing creative direction for the \*SCAPE brand, right from its inception in 2007, coordinating & collaborating with external creative agencies.
- Strategisation, design and copywriting for event publicity materials, covering genres of music, dance, sports, new media, community and visual arts.
- Creation of B2B collaterals, including corporate kits, namecards and business presentation templates
- Illustrated and co-directed a 1 min animated TV commercial
- Advised in interior design, facade design and outdoor signages for the new 1.2ha \*SCAPE building

## Professional experience

**Bates Asia Singapore  
Intern**  
Jan - July 2006

Creative experience in idea-generation, illustration, scamps and layouts for various print advertisements. Learnt to perform in volatile, deadline-driven environments, while working with a large and diverse team. Illustrations were commissioned for key agency client, Heineken.

**Rank Books  
Layout Designer**  
May - July 2005

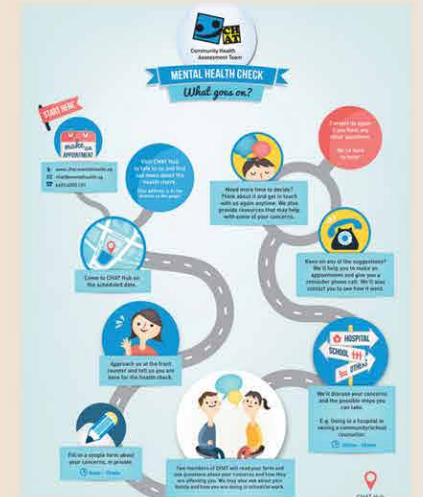
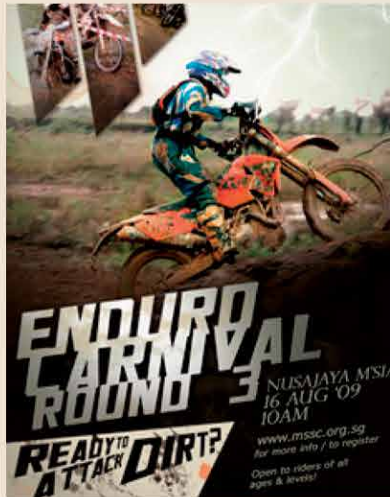
Layout of various publications, including books and magazines.

## Education

Bachelor of Communication Studies (2nd Upper Class Hons), with specialization in Public & Promotional Communications, from Nanyang Technological University, School of Communication & Information, 2007

Hwa Chong Junior College, 2002


Raffles Girls' School (Secondary),  
Gifted Education Programme, 2000



For a portfolio of Visuals & Words:

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