

HELLO. I AM SHARON TAN.



CONTACT ME

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CAREER

ZALANDO

Digital Art director

Berlin 2015 - Now

Responsible for conceptualizing Global digital campaigns, UI and UX design of microsites, landing pages, photoshoots. Presentation of visual concepts and also supervising team designs. Campaigns include: Men's 2017 campaign with James Franco and Women's 2018 campaign with Beth Ditto, Marni x Zalando, Viktor & Rolf Special Collection.

BUTTER BERLIN

Art Director

Berlin 2014

Responsible for campaign ideation, pitches and the design and execution of print and digital ideas. Clients included Berliner Sparkasse, SPD and Allianz.

FREELANCE

Freelance Snr Art director

Worldwide 2012 - 2014

Responsible for all offline and online needs for clients in Europe, The U.S, Southeast Asia. Clients include: Obisoft, Planet Smoothie, Autoeins, Telekom

TBWA

Digital Snr Art director

Singapore 2010 - 2012

Responsible for online and offline campaigns, pitches, conceptualization of microsites. Clients include Singapore Airlines, Nesc  fe, Corona, Nanyang Academy of Fine Arts, Singapore University of Management.

OGILVYONE

Interactive Digital Designer

Singapore 2004 - 2009

Worked on pitches and worldwide interactive campaigns, microsites, E-commerce sites. Work involved conceptualization to Digital Interface Design, UI and UX and Animation. Clients include, Levi's, KFC, American Express, Coca Cola, Nokia, Nivea.

OGILVYONE

Intern

Singapore 2004

Designer responsible for digital ad campaigns, including ideations for banners and microsites. I was one of the forerunners for the Ogilvy Singapore digital team for became Ogilvyone.

EDUCATION

UNIVERSITY OF NEW SOUTH WALES

Bachelor of Design

Sydney Australia 2001 - 2004

Web Design, Ceramics, Photo Media, Environment/Spatial, Object and Lighting Design, Visual Communications , Graphic design

LANGUAGE SKILLS

English (Native Level)

German (C1 - Intermediate Level)

SOFTWARE SKILLS

Sketch



Adobe Photoshop CC



Adobe Illustrator CC



Invision App



Principle - Web prototype design



Adobe After Effects CC

