



# IAN CHUA

## CREATIVE DIRECTOR

My name is Ian Chua, and I am a storyteller. Traditionally trained in Character Animation, my career path has taken me well beyond animation and into video production and creative direction. My passion to tell captivating stories combined with my empathy and leadership makes me an incredibly well rounded leader to any team.

## EXPERIENCE

### Vice President, Lead Content Creation Lab

2021 - Present

### SINGLIFE

Responsible for leading the Content Creation Lab within Singlife. We create Brand, Marketing and Communications content for advertisements, social media as well as internal communications. This role entails leading a team of multitalented individuals, from print designers to video producers. This role also involves close communications with the C-Suite, as we handle direct production of the CEO's social media content.

### Senior Creative Producer

2019 - 2021

### TAN CHONG INTERNATIONAL / MOTOR IMAGE ENTERPRISES

Responsible for setting up the Content Creation team within Motor Image Enterprises (Subaru). We now service Motor Image regionally, from creating Marketing assets to Training material to Social Media content. This role encompasses the entire gamut of production, including helming a camera, and Motion Graphics as well as guiding junior Producers.

### Senior Creative Producer

2016 - 2019

### MEDIACORP

Responsible for creating engaging promotional material to spearhead the Marketing efforts of Singapore's National Broadcaster (English sector). This role encompasses the entire gamut of production, including helming a camera, and Motion Graphics as well as guiding junior Producers and Interns.

## EDUCATION

### Griffith Film School

2010 - 2013

### BACHELOR OF ANIMATION

Where theory and practicality enlightened my outlook on creativity.

### Nanyang Polytechnic

2007 - 2009

### DIPLOMA IN DIGITAL MEDIA DESIGN

Where the foundations of creativity were laid, introducing me into the world of art and design and that people actually got paid to do fun stuff.

## CLIFTON STRENGTHS



Strategic



Ideation



Individualization



Empathy



Maximizer

## HOBBIES



Films



Football



Travelling



Dogs



Golf



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## PERSONAL

Birthday : 26th December 1985  
Relationship : Single  
Nationality : Singaporean  
Languages : English, Mandarin, Malay

## SKILLS

Communication

Creativity

Teamwork

Organizational

Leadership

Coaching

## SOFTWARE

PREMIERE PRO

AFTER EFFECTS

PHOTOSHOP

ILLUSTRATOR

FIGMA

3DS MAX / MAYA

MS OFFICE

## REFERENCE

### DEBRA SOON

GROUP HEAD, BRAND COMMS MARKETING  
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### YAZID B SALAMOON

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