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#### **PERSONAL**

**Birthday** 26th December 1985

Relationship Single

Nationality Singaporean

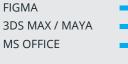
English, Mandarin, Malay Languages

## **SKILLS**

Communication Creativity Teamwork Organizational Leadership Coaching

# **SOFTWARE**

PREMIERE PRO **AFTER EFFECTS PHOTOSHOP ILLUSTRATOR FIGMA** 



#### **REFERENCE**

# **DEBRA SOON**

GROUP HEAD, BRAND COMMS MARKETING AND EXPERIENCE, SINGLIFE

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#### **YAZID B SALAMOON**

LEAD, CREATIVE LAB, MEDIACORP

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# 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** 

#### **BACHELOR OF ANIMATION**

2010 - 2013

Where theory and practicality enlightened my outlook on creativity.

Nanyang Polytechnic

## **DIPLOMA IN DIGITAL MEDIA DESIGN**

2007 - 2009

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**





Ideation



Individualization



**Empathy** 





# **HOBBIES**









