

## WORK EXPERIENCE

- **JWT**; Shanghai, China - 2010 - present  
Creative Director
- **O&M / JWT / Bates**; Shanghai, China - 2009 / 2010  
Freelance Creative Director
- **The Marketing Store**; Shanghai, China - 2008 / 2009  
Creative Director
- **JWT**; Shanghai, China - 2004 / 08  
Associate Creative Director
- **Leo Burnett**; Shanghai, China - 2004  
Associate Creative Director
- **DMG**; Shanghai, China - 2003 / 04  
Head Of Art
- **Batey Ads / Lowe / FCB / DY&R / TBWA**; Singapore - 2002 / 03  
Freelance Senior Art Director
- **KingJames**; Cape Town, South Africa - 2001  
Art Director
- **The Jupiter Drawing Room**; Cape Town, South Africa - 1999 / 2001  
Art Director
- **Euro RSCG / Bates / JWT**; Singapore - 2000  
Freelance Art Director
- **TBWA Hunt Lascaris**; Cape Town, South Africa - 1999  
Freelance Art Director
- **Ogilvy**; Singapore - 1998  
Art Director

## ROY YEO

### Advertising Creative

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## RECENT ACHIEVEMENTS

- Currently Creative Director for Ford Global/Regional office in Shanghai and tasked with managing team, liaising with other offices and producing creative concepts for global and regional campaigns for new vehicle launches.
- Managed a creative team to help execute the re-branding of Crowne Plaza Hotel's visual and corporate identity within the Asia-Pacific region.
- Nike's "Run Free" campaign was ranked the world's 2<sup>nd</sup> most awarded print campaign by the Gunn Report.
- Led a team of 11 creatives dedicated to the Ford China account to successfully turn the image of the brand around.
- Helped launch highly successful brand campaign together with brand activation plan. The "Excite21 Challenge" website received a record 320 million hits in a matter of weeks.
- Made the Ford Focus Hatchback the most successful and popular model of its vehicular class.

## AWARDS

- **Adfest** 2009 - Bronze (Poster)  
WildAid: "Buying Is Killing"
- **China Media** Best of 2008 - Gold (Best Public Service Campaign)  
CEPF (China Environmental Protection Fund): "Roads"
- **China Media** Best of 2008 - Gold (Best Use Of Lightbox)  
Ford: "Brand Campaign"
- **MEDIA** 2007 Creative Rankings - No. 44 (Asia)
- **China 4As Ad Festival** 2007 - Gold (Outdoor Campaign)  
Nike: "Run Free"
- **Campaign Brief Asia** 2006 Creative Rankings - No. 14 (Asia)
- **Campaign Brief Asia** 2006 Creative Rankings - No. 1 (China)
- **AWARD** 2006 - Bronze (Poster & Outdoor Campaigns)  
Nike: "Run Free"
- **Cannes** 2006 - Bronze (Outdoor Campaign)  
Nike: "Run Free"
- **Cannes** 2006 - Finalist (Outdoor Campaign)  
Schick: "Smooth"
- **Clio** 2006 - Silver (Press - Single)  
Nike: "Run Free"
- **Clio** 2006 - Bronze (Poster Campaign)  
Nike: "Run Free"
- **Clio** 2006 - Bronze (Poster - Single)  
Nike: "Run Free"
- **One Show** 2006 - Finalist (Poster Campaign)  
Nike: "Run Free"
- **One Show** 2006 - Finalist (Design)  
Nike: "JWT Credentials Book"
- **Asian Advertising Festival** 2006 - Gold (Poster Campaign)  
Nike: "Run Free"
- **Asian Advertising Festival** 2006 - Silver (Print Campaign)  
Nike: "Run Free"
- **Asian Advertising Festival** 2006 - Silver (Poster Campaign)  
Nike: "Run Free"
- **Asian Advertising Festival** 2006 - Silver (Poster Individual)  
Nike: "Run Free"
- **Asian Advertising Festival** 2006 - 3 x Silver (Poster Individual)  
Nike: "Run Free"
- **Asian Advertising Festival** 2006 - 4 x Silver (Illustration Individual)  
Nike: "Run Free"

- **Asian Advertising Festival 2006** - 4 x Silver (Art Direction Individual)  
Nike: "Run Free"
- **Asian Advertising Festival 2006** - 2 x Bronze (Print Individual)  
Nike: "Run Free"
- **Asian Advertising Festival 2006** - Bronze (Poster Individual)  
Nike: "Run Free"
- **Asian Advertising Festival 2006** - Finalist (Print)  
Nike: "Run Free"
- **Asian Advertising Festival 2006** - Finalist (Poster)  
Nike: "Outdoor"
- **Asian Advertising Festival 2006** - Finalist (Print)  
Nike: "Outdoor"
- **Asian Advertising Festival 2006** - Certificate (Print Individual)  
Nike: "Run Free"
- **D&AD 2006** - Silver Nomination  
Nike: "Run Free"
- **D&AD 2006** - Silver Nomination  
Nike: "Outdoor"
- **Asia Pacific Advertising Festival 2006** - Bronze  
Nike: "Outdoor"
- **Art Directors Club 2006** - Silver (Poster Campaign)  
Nike: "Run Free"
- **Art Directors Club 2006** - Silver (Print)  
Nike: "Outdoor"
- **Communication Arts 2006**
- **London International Advertising Festival 2005** - Bronze (Print)  
Nike: "Outdoor"
- **London International Advertising Festival 2005** - Bronze (Poster)  
Nike: "Outdoor"
- **Hong Kong Kam Fan (4As) Advertising Awards 2005** - Gold  
Nike: "Run Free" (Best Print Campaign)
- **Hong Kong Kam Fan (4As) Advertising Awards 2005** - Gold  
Nike: "Run Free" (Best Poster Campaign)
- **Hong Kong Kam Fan (4As) Advertising Awards 2005** - Gold  
Nike: "Run Free" (Best Print Individual)
- **One Show 2005** - Finalist  
Nike: "Outdoor"
- **Loeries 2002** - Silver  
Cape Argus: "Reconciliation Day Masthead"
- **Eagles 2002** - Bronze  
Research Surveys: "It's In Our Blood"

- **Eagles 2002** - Finalist  
Cape Argus / Castle Lite Gun Run: "Get Ready To Run"
- **Eagles 2001** - Finalist  
Research Surveys: "It's In Our Blood"

## EDUCATION

- LaSalle International, Singapore - 1996 / 97  
Diploma - Computer Graphics
- Anglo-Chinese Junior College- 1991 / 92  
GCE 'A' Levels
- Anglo-Chinese School - 1987 / 90  
GCE 'O' Levels

## REFERENCES

- Lo Sheung Yan; North-East Asia Executive Creative Director  
JWT; Shanghai, China
- Kevin Lee; Executive Creative Director  
O&M; Shanghai, China
- Alistair King; Creative Director  
KingJames; Cape Town, South Africa
- Ross Chowles; Creative Director  
The Jupiter Drawing Room; Cape Town, South Africa

## CLIENT LIST

### **Beauty & Women**

Lux / Avon / UniCharm / Dove

### **Banks**

20Twenty (South Africa's first online bank) / Citibank

### **Telecommunications / Electronics**

Starhub / China Mobile (internet / mobilephone service provider)  
Nokia / IBM

### **Transport**

Ford / Fiat / Peugeot / VW Golf / Volvo Construction / TNT (courier services)  
Singapore Airlines Cargo

### **Fashion / Sports / Apparel / Others**

Nike / Young Designers Emporium (fashion)  
Lipton / Tiger Beer  
Incontinental Group of Hotels (Crowne Plaza, Intercontinental, Holiday Inn)  
The Fullerton Hotel Singapore  
Schick  
The Financial Mail / Cape Argus  
Research Surveys / The Community Chest  
Sime Travel