

COMPETENCIES

After Effects	■ ■ ■ ■ □	InDesign	■ ■ □ □ □	Videography	■ ■ ■ ■ □
Photoshop	■ ■ ■ ■ □	Lightroom	■ ■ ■ □ □	Photography	■ ■ ■ ■ □
Illustrator	■ ■ ■ □ □	Figma	■ ■ ■ □ □	Spark AR	■ ■ □ □ □
Premiere Pro	■ ■ ■ ■ □	Sketch	■ ■ ■ □ □	Cinema 4D	■ ■ □ □ □
Google Analytics	■ ■ ■ ■ □	Mailchimp	■ ■ ■ □ □	Davinci Resolve	■ ■ ■ □ □
SEM	■ ■ ■ □ □	SEO	■ ■ ■ ■ □	Canva	■ ■ ■ □ □
Airtable	■ ■ ■ ■ □	SketchUp	■ ■ □ □ □	Lottie	■ ■ ■ □ □
Microsoft Suite	■ ■ ■ ■ □	Slido	■ ■ ■ ■ □	KOL	■ ■ ■ □ □

INDUSTRY OF KNOWLEDGE

Alcohol | B2B | B2C | Education | F&B | Fashion | Finance | FMCG | Government | Healthcare
 Hospitality | Industries | Lifestyle | Logistics | Luxury | Medical | Real Estate | Retail | Skincare
 Social Good | Supermarket | Technology | Tourism | Travel | Utilities

SKILLSETS

Advertising | Art Direction | Awards | Branding | Budgeting | Client Servicing | Color Grading
 Conceptualisation | Creative Thinking | Digital Marketing Materials | Editing | Events | Ideation
 Jingle Creation | Leadership | Marketing Campaign | Out Of Home | Planning | Presentation
 Print Advertisements | Project Management | Resource Mangement | Social Media | Strategy
 Time Management | UIUX | Video & Photo Shoot | Website



CLARENCE TAY

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ACHIEVEMENTS

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- **Silver & Bronze, Hashtag Asia Awards 2023**

- Best Video in a Social Media Campaign (Silver)
- Best Social Media Campaign: YouTube (Bronze)
- Best Social Amplification Campaign
- Best Integrated Social Media Campaign

- **Nominee, MARKies Awards 2023**

- Most Creative – Integrated Media
- Most Effective Use – Out-of-Home
- Most Effective Use – Specific Audience

Shades of Xiao Ming, Sunglass Hut X SGAG

- **Silver, Hashtag Asia Awards 2022**

- Best Use Of Social Media Channel Campaign: Instagram

- **Nominee, MARKies Awards 2022**

- Most Creative – Integrated Media

BA Design Communications

- **1st Class Hons, Lasalle College, 2017**

Behind The Skins campaign

- **Nominee, D&AD Young Blood Awards 2017**

Pathetic Creatures - A Social Experiment

- **Nominee, Crowbar Awards 2017**

Choking Hazard campaign

- **Nominee, Crowbar Awards 2017**
- **Nominee, Red Dot Design Awards 2017**

#HARSHTAGS

- **Silver, Crowbar Award, 2016**

OCBC Fair Dealing Campaign

- **Bronze, 2016**

In Convenience

- **BCA Film Competition, Third Runner Up, 2015**

EDUCATION & COURSES

2025 - 2025

**Digital Marketing - IBF Certified Course,
Vertical Institute**

2023 - 2023

**Figma UIUX Design Essential:
Adobe Certified Course,
Udemy**

2020 - 2020

**User Experience (UX):
The Ultimate Guide to Usability and UX,
Udemy**

2014 - 2017

***BA (1st Class Hons)*
Design Communications (Advertising),
Goldsmith University of London,
Lasalle College of the Arts**

2008 - 2011

***Director's List 2011*
Diploma in Interactive Media Technology,
Temasek Polytechnic**



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WORK EXPERIENCES

2025 - 2025

Manager, Red Dot Design Museum

As a manager at Red Dot Design Museum (RDDM), I wear multiple hats, dealing with the **marketing, operations, events, F&B, awards, museum curation, and retail** side of the business that is running concurrently. I have to deal with B2C, B2B and B2G stakeholders, depending on the season of the year.

During pre-awards judging period, I am involved in the coordination of **overseas delegates, accommodation, venue set up, and post judging activities**.

Post judging involves close coordination with production houses to interview winners, and providing backend winner servicing. I am also involved in the winner's publication, which is a **700-page editorial** that is created within tight deadlines. This leads up to the **awards night**, where **venue sourcing and planning** is also involved.

After the awards comes the curation of works and planning of museum space. This involves creating creative assets for display, as well as marketing efforts.

Apart from this annual cycle, I also help oversee the day to day operations of the F&B and retail side of the business, identifying profitable products to place on our retail shelves.

2019` - 2025

Creative Lead, Woven Interact

In an advertising agency that runs on a **fully remote setting**, I **lead a team of local and offshore creatives, managing day-to-day operations** across **resource planning, designer assignment, and the delivery of high-quality marketing assets**—both traditional and digital media channels. Working closely with the Creative Director, I ensure all deliverables **meet deadlines and uphold standards** of creativity and effectiveness.

My role spans the full project lifecycle, from concept development and client presentations to execution and performance review. I oversee a diverse range of outputs including **360° campaigns, ecommerce assets, social media content, websites, publications, and OOH print**. I also plan and **direct video/photo shoots, storyboard content, and manage KOL engagements**.

Balancing creative ambition with budgetary constraints is a key part of my approach, ensuring work is both impactful and cost-effective. I've led initiatives that pushed creative boundaries within a lean team environment, producing **award-winning works across UI/UX, social media, print, and event activations**—even amidst the constraints of the COVID-19 pandemic.

Beyond execution, I focus on nurturing a strong team culture through regular huddles, one-on-one check-ins, and creative knowledge-sharing sessions. I actively mentor emerging leaders, fostering a collaborative and future-ready creative department.

During my time here, I worked had the opportunity to work with local and international brands from various industries such as **F&B, Healthcare, Technology, Finance, Retail, Real Estate & Alcoholic Beverage to name a few**.

WORK EXPERIENCES

2017 - 2019

Designer, VMLY&R Singapore

As a Junior Creative in an international advertising agency, I played a versatile role across multiple creative pillars — contributing ideas and seeing them through from **concept to execution**. I had the opportunity to explore and actively participate in a range of projects, including **web design, social media content, and integrated marketing campaigns**.

This role allowed me to grow both creatively and technically, and I was proud to have contributed to work that received industry recognition with an award win.

2007 - 2018

Events Coordinator, Photographer, Events360

In an **event company** that focuses on **Medical and Healthcare industry**, I was responsible for end-to-end event coordination, spanning pre-event planning, on-site execution, and post-event follow-through. In the lead-up to events, my duties included welcoming international delegates, preparing conference materials, conducting venue and technical checks, arranging accommodations, and overseeing logistical readiness.

On event day, I managed attendee inquiries, ensured smooth registration, supported speakers with session logistics, monitored catering quality, and maintained the event schedule.

Post-event duties included overseeing of guided tours for overseas guests, organized airport transfers, and helped wrap up event logistics to ensure a seamless overall experience.

2011 - 2013

Public Affairs Associate, Photographer, Editor, Designer, Web Content Creator, Videographer, SAF, 9 Division HQ - Public Affairs

During my mandatory national service, I was part of the Public Affairs team for the 9th Division — the largest infantry formation in Singapore. My responsibilities included **providing media coverage as a photographer and videographer**, often accompanying high-profile personnel during official visits and events.

In addition to media duties, I handled **in-house design and production of communication materials** such as brochures, plaques, and event setups. I also collaborated with the division's writer to **maintain and update the internal website, ensuring consistent and engaging communication** across the division.