

# simonfong

## about me

I am a constantly evolving art-based creative who has a hidden penchant for copywriting and has amassed a wealth of experience in my more than 20 years in the design industry. I started out in my home country (Malaysia) doing mostly below-the-lines, having the privilege of working agency-side as well as client-side. As the advertising landscape slowly shifted towards the digital age and with China being at the forefront of the digital boom, I jumped on the bandwagon and from 2013 onwards have equipped myself with greater knowledge such as HTML5, app design, above-the-lines and even managed to snag myself a Cannes award along the way.

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## career growth

/ 2017 - present /

### Mullenlowe Group SH

Associate Creative Director

In charge of Johnnie Walker, Magnum, Minute Maid, Western Union, The Peninsula Hotels, Galaxy Macau, Guerlain and Unilever brands such as TRESemme and Lifebuoy.

/ 2015 - 2017 /

### 180 China

Senior Creative Group Head

Helped win its first International brand in Shanghai (SKODA), followed by Rolls-Royce. Since then other car brands started coming in such as BMW and Porsche.

/ 2013 - 2015 /

### 4As

Freelancer

Started my new adventure in Shanghai, China. Freelanced at various 4A agencies such as DDB, Integer (TBWA), Y&R, O&M, InterOne (BBDO) and BBH.

/ 2009 - 2013 /

### InQpharm Sdn. Bhd.

Art & Design Manager

Headed the Creative Department in a Pharmaceutical company which mostly dealt with its European counterparts such as Germany, UK & Switzerland. Lead the team in developing new packaging designs and other below-the-line materials.

/ 2007 - 2009 /

### Royal Selangor

Art & Design Manager

Helped establish Royal Selangor as the No.1 pewter brand in Malaysia and increase its presence internationally. Involved in its corporate rebranding in all its showroom including the Visitor's Center.

/ 2006 - 2007 /

### Azalea Comm.

Art Director

A medium sized agency with clients ranging from electronics to property. Involved in mostly below-the-line work and the occasional radio ads. Took the opportunity to improve on art direction because of the diversity of clients.

/ 2000 - 2006 /

### Fat-free Advertising

Art Director

Originally an in-house Creative department of a furniture company, it slowly transitioned into a small-scale agency as we gained trust from clients outside of the furniture business. Being a young independent agency with more creative freedom, I experimented with layouts and involved more in product photography.

/ 1999 - 2000 /

### Mandate Saga Adv.

Assistant Art Director

Brushed up my design skills as I handled design jobs from clients in different industries such as banking and electronics. Here I started to gain more experience in terms of paying attention to details and taking the initiative to correct spelling mistakes even before being proofread.

/ 1997 - 1999 /

### Topdot Advertising

Senior Designer/ Copywriter

Fresh from art school, I started to learn the ropes in Advertising from two senior people in the industry whom decided to start their own agency. I helped in a bit of copywriting and was involved in event management as well.