

RESUME

Soong Wai Kong (Steven) - Dip Graphic Design (MIA, M'sia)

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PROFESSIONAL PROFILE

Allow me to share some of my career history for the past 16 years. I've been involving in the art and design industry both "Offline" and "Online" platforms and exploring into different kind of industries which marked my solid foundation and experiences.

I have started off as Graphic Designer to Art Director, Web Designer and Senior Associates Web Consultant. Also given the opportunity in setting up and managing at The University of Nottingham Malaysia Campus, In-house Creative Department. Later on my career as Senior Art Director (Head of Art) in NEWS Advertising. Then I moved to event management firm - Brightbox Asia Sdn. Bhd., as Art Director. I'm was attached with the most and well-known luxury company in Malaysia, The Carat Club. Given the Art Director position. I'm involved in setting up and managing the Art & Creative Department for the corporation.

Recently, I'm working with Slipknot (an interactive and digital online advertising agency). As Creative Head, my responsible is to lead and managing the Creative Department.

My greatest achievements is at Dentsu, Young & Rubicam. I was rewarded **3** "Kancil's Awards 1997" (1 Bronze and 2 Special Merits for Combat Baits Series Ads Campaign).

Consistently through out the year 1998, I've work on the Toblerone's Season Greetings Ads Campaign and selected to be the best work of "Dentsu, Young & Rubicam Creative Circle".

Achieved another Grand Awards in the regional "Logo Design Competition" by representative the Dentsu, Young & Rubicam, Malaysia at the Dentsu/DY&R Creative Forum 1999.

And finally, I got a good recognition on the hard work and contribution for my creativity. I had rewarded the most precious awards in my life, Dentsu, Young & Rubicam "Initiative Awards Of The Year 2000"

Beside that, I also been selected as Winner on "Golden Web Awards" for several website designs that I've submitted during my days as web consultant and designer.

CAREER OBJECTIVE

I have moved away from Advertising industry to the Information Technology industry and Education field and then move to event management industry. Throughout these career moves, I've learned to work independently and as a team to manage projects. All of which were my greatest challenges that tested my skills, knowledge and abilities. It is also directly widen my creativity perspective, an opportunity to learn new experiences, and not fear in experimenting with great creative ideas.

Therefore after all these years exploring in the different industries, I'm proud to share and learn the knowledge with others. My future goals would also include being a mentor to our upcoming young talents. These are my great motivations in the coming years too with the hope of pursuit my career to higher levels of creativity and achievement, and finally to my professionally satisfactions.

WORK EXPERIENCES

2010

Slipknot Sdn. Bhd.
Creative Head

Clients:

Honda, Mcdonald, etc

(2007-2009)

The Carat Club Sdn. Bhd. & The C. Club Sdn. Bhd.
Art Director

(2005-2007)

BrightBox Asia Sdn. Bhd.
Art Director

Clients:

BMW, MINI, Belvedere Vodka, Hennessy Discover Music/Hennessy Artistry/Hennessy X.O.
Veuve Clicquot, Moet Chandon, Banana Republic, etc

(April 2005 June 2005)

NEWS Advertising Sdn. Bhd.
Senior Art Director (Head of Art Department)

Clients:

Fujitsu, Malaysia Tourism, USF HICOM, Inti College, Kenwood, Sagem, etc

(Nov 2002 – 2005)

The University of Nottingham Malaysia Campus
Creative Designer (Head of Department)

(July 2002 – Nov 2002)

Freelancing

Clients:

Stem Life Sdn Bhd, Kondensa Advertising, E-Pay Sdn Bhd, Kyros Kebab Sdn Bhd

(Feb 2001 – July 2002)

Mercatela (M) Sdn. Bhd.

Senior Associate

Web & Print Consultant & Art Director

Clients:

ZED TM Touch-Virtual Friends, Formula One - Malaysian Grand Prix Sepang 2002, Flams Restaurant, Hong Leong Group Sdn Bhd, TBWA /ISC, Fujifilm, Sparksman Shop, Guinness (Malaysia), DBKL ICT Week, New Zealand Business Council, etc

(Jun 2000 - Feb 2001)

MIR Communications Sdn. Bhd.

Art Director & Web Designer

Clients:

Canon's Corporate Website, Canon's Bubble Jet Printer Website, Malaysian Grand Prix Website, Panglobal Holdings Website, Petronas Malaysia Website, Lasik Optical Website, MEPS Website, Golden Pharos Website, Shooting Gallery Website (production house) etc

(Year 2000)

Friends Advertising Sdn. Bhd.

Art Director

Clients:

Mimos Jaring Sdn Bhd, Maxis Sdn Bhd, Affin Bank, Mapel Energy Drink (Maple Ginseng Product), Malaysian Para Olympics, Brahim's (Food Product), etc

(1995 - 2000)

Dentsu, Young & Rubicam

DTP/Designer

TVC & PRINT ADS CAMPAIGN

NTV7 (Chinese New Year, Father's Day, Mother's Day), Sony Wega (TVC campaign), Tiger Beer (Don't Drink and Drive campaign), Clorox-Combat Bait (ads campaign), Toblerone's Seasons (ads campaign), Astro Promo (ads campaign), AMP: Radio Channel (ads campaign), Mamee Premiums (ads campaign), Sony Truvox (ads campaign), Yamaha Virago (ads campaign), UMW Toyota: Camry Campaign, etc

LOGO DESIGN:

- Design Logo for "NTV7 Menaruh Harapan" (Malaysian Paralympics Donations)

OTHER INITIATIVES:

I also had the initiative and personal interest to generate ideas for the local and international creative competitions and executed them in the following events:

Event participation in local competition:

- MALAYSIAN ADVERTISING AWARDS 4As - KANCIL AWARDS
- DENTSU YOUNG & RUBICAM CREATIVE CIRCLE

Event participation in international competition:

- DENTSU, DY&R LOGO DESIGN COMPETITIONS 1999
- CANNES LIONS 1998 (COMBAT SERIES AD)
- THE ONE SHOW 1998 (COMBAT SERIES AD)
- LONDON INTERNATIONAL ADVERTISING AWARDS 1998 (COMBAT SERIES AD)

PERSONAL ACHIEVEMENTS:

1) DENTSU LOGO DESIGN COMPETITIONS 2000

Product : Creative Partnership Forum '99, Dentsu & DYR

Title : AN EYE

Awards : GRAND PRIZE WINNER

2) DENTSU YOUNG & RUBICAM Creative Circle Awards 1998

Product : Toblerone (series print ads)

Title : SEASONS GREETING

Awards : AD For The Month of May 1998

3) KANCIL AWARDS 1997 (Malaysian Advertising Awards)

Product : Combat Bait (series print ads)

Title : ALIVE, TRAITOR, OUR HERO

Awards : 1 Bronze Award and 2 Special Merits

4) DENTSU YOUNG & RUBICAM INITIATIVE AWARD 1999

EDUCATIONS & TRAININGS

1992 -1994 Malaysian Institute of Art (College)

- Diploma in Graphic Design (Majoring in Advertising)

SKILL SETS

Apple Computer with Adobe Creative Suite – (Photoshop, illustrator, In-design)

Dreamweaver and Microsoft.

PERSONAL QUALITIES

With all the achievements, as an art director or as web designer I understood very much with all the hard works and somehow have the lucks to work with a great teams, of course an individual will be achieve more than awards but as what an individual gain mostly? The answer is the best friendships you received from those people that helps and supports you all these time.

REFERRALS

Kit Ong Executive *Creative Director*, Euro RSCG (Malaysia)

Iswar Iskandar *Creative Director*, JWT (Vietnam)

Paul Boardman *Director Administration*, The University of Nottingham Malaysia

Chan Boon Yong & Lee Sze Suen, Managing Director, The Carat Club Sdn Bhd