Jaime

SENIOR DESIGNER/ART DIRECTOR

Sydney, Australia

jaime.teoh@gmail.com
office

I am a conceptual and versatile Art Director/Designer with more than 15 years of experience under my belt – providing through-the-line creative with a passion for ideas that work through multiple channels including digital. I am passionate about redefining retail in shopper marketing. I am an all-rounder creative and not afraid to roll-up my sleeve to get a job done from concepts to finished art, art direction to print production to liaising with the suppliers and photographers. For the past 2+ years, I have worked in-house with one of the biggest food company in Australia.

Apart from this, I also run kids art classes and art workshops on the side at my own studio for the past 7 years.

Awards & Achievements

2016 Special mention at POPAI

George Weston's Olympic effort. George Weston Foods brought the excitement of the Olympic games to life for consumers in store with an eye catching Olympic podium display. Designed by myself. Produced by iD8 studio.

2016 Fruit Bread Halloween

Created Food Art concept for Tip Top Fruit bread that leverage on key event like Halloween and achieved a tremendous volume uplift (+65%) as a result. Source from: Aztec Scan 19/02/2017, IHP 4 wks Panel 5/2/17.

2016 Footy Finals In Store Display

Created a unique In Store Display concept for Golden and Tip Top English Muffins, leveraging on Footy Finals season. Achieved +58% volume uplift as a result. Source from: Aztec Scan 19/02/2017, IHP 4 wks Panel 5/2/17.

2012 Digital Asia Festival

Wunderman lead the Australian agency pack with three Gold for its 'Share a Coke' campaign for Coca-Cola in collaboration with Ogilvy, Ikon and Naked as well as winning The Digital Asia Awards 2012 Agency of the Year Award.
Source from: Campaign Brief November 2012.

2009 ADMA Bronze

Secure Parking ‘Arrow’

2009 Desktop Create Awards

Shortlisted in Print and Illustration category for Fuji Xerox Printers ‘No one understand colours like we do’

2009 The Big Book of Green Design

Two Fuji Xerox Campaigns got published in The Big Book of Green Design

2006

Created a highly impactful packaging design for Mr. Potato. Client was so impressed and awarded Euro RSCG KL the entire portfolio packaging redesign as a result.

2005

Designed a highly successful conceptual MDC I.T Developers' Conference Pack – people bought the product just for the packaging as a result. It was also noted that the design was so simple that it's like an "Apple product launch" for Microsoft.

2003

Developed a very successful promotional campaign for Vitagen resulting in an overwhelming increase in the product sales during that campaign period.

Experience

Senior Designer

The Kinetic Agency

Leichhardt
Jan 2018 - Present

Liaise directly with clients - Accolade, Pernod Ricard, Taylors, Coca-cola Amatil, Purina. Mentor, art direct, oversee designs and artwork done by junior designers.

Art teacher/Partner

OneArt Studio

Petersham
Jan 2012 - Present

Teach and guide school kids art - Sketching, watercolour and oil pastels. Run after school art classes and clay art workshops for kids during the weekends and school holidays.

In-House Senior Graphic Designer

The Travel Corporation

Bondi Junction
Jun 2017 - Nov 2017

Design and art direct all print, press, digital campaigns and some gif animation - Trafalgar, Contiki, Busabout, Insight Vacations, Adventure World Travel and The Travel Corporation.

Senior designer

The Kinetic Agency

Leichhardt and North Ryde, Australia
Mar 2015 - May 2017

My main client is George Weston Food (GWF) who has multiple brands that sits within the company. Brands like Tip Top, Golden, Burgen, Abbott's Village Bakery, Bazaar, Pataks and Jasol.

I have a very unique role in this agency. My responsibilities includes working very closely with the client from taking a brief to brainstorming with the client to creating concepts, sketches, design, art direction, finished art, retouching, art direct and oversee photography and other artwork, as well as creating any communications that is needed within the GWF company. I am an all-rounder and I see projects through from concept to completion.

Freelance Graphic Designer

Airborne

Surry Hills, Sydney
Oct 2013 - Mar 2014

Designed print collaterals, digital and OOH for Dettol, SportingBet

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Freelance Senior Designer

Kinetic Marketing

Balmain, NSW
Dec 2012 - Dec 2013

Designed Trade Presenters, Sketches for Key visuals, logo designs, packaging, BTL Promotional collaterals for the following brands – Rekorderlig, Vonu, AleHouse, Blue Moon, Coors, Fiji Bitters, Pressman's, Russian Standard, Midori

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Freelance Art Director/Designer

Advertising and Design Agencies

Sydney, Australia
Mar 2012 - Nov 2012

Art Director

Wunderman Sydney

Sydney, Australia
Dec 2010 - Feb 2012

Create concepts and design in direct marketing and digital campaigns for the following brands – Coca-cola (Share a Coke digital campaign), Schick, Nokia, Microsoft

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Freelance Art Director/ Designer

Advertising and Design Agencies

Sydney, Australia
May 2010 - Nov 2010

Through-the-line creative including Digital

Agencies: Createur, Frank Digital, Fairfax Media, McCann Erickson, BWM, SapientNitro, Tonic Connective

Accounts worked on: LEGO, Uncle Tobys, Telstra, Imperial Tobacco, RTA, UNSW

Art Director

Boomerang Integrated Marketing

Sydney, Australia
Sep 2007 - Apr 2010

Through-the-line creative including Digital but specialised in Direct Marketing

Accounts worked on: Fuji Xerox Australia, Vivas Lend Lease, Toyota Financial Services, Newcastle Permanent, Secure Parking, Rivercity Motorway, Garvan Institute, Office Spring, Sydney FC

Freelance Art Director

G2 Australia

Sydney, Australia
Sep 2007

Developed sustainability brand identity

Accounts worked on: British American Tobacco (BAT)

Freelance Art Director

Razor Junior

Sydney, Australia
Jul 2007

Through-the-line creative

Accounts worked on: SBS

Designer

MMG McCann Worldgroup

Sydney, Australia
Oct 2006 - May 2007

Through-the-line creative

Accounts worked on: Westpac, MBF, NRMA, Michel's Patisseries

In-house Designer

Herbs of Gold

Sydney, Australia
Aug 2006

Responsible for all communication materials - Point-Of-Sale, Packaging, Product labels, Shelf ticket and Magazine ads

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Art Director

Euro RSCG Kuala Lumpur

Kuala Lumpur, Malaysia
Apr 2005 - May 2006

Through-the-line creative, brand activation

Accounts worked on: Carlsberg, Microsoft, Astro, Mr.Potato, Osim, Wijaya International Medical Centre

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Freelance Art Director

OgilvyOne Worldwide

Kuala Lumpur, Malaysia
Feb 2005 - Mar 2005

Accounts worked on: Amex

Designed Amex's Annual Gift Catalogue

Art Director

Euro RSCG Kuala Lumpur

Kuala Lumpur, Malaysia
Feb 2001 - Dec 2004

Through-the-line creative, brand activation

Accounts worked on: Carlsberg, Microsoft, Guinness, Maxis, Hotlink, Maybank, F&N, Twisties, Vitagen, Marigold, P&G Clairol, Touch N'Go, Philips, Shell, Ambi Pur, Tops Marketplace

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Graphic Designer

BBDO

Kuala Lumpur, Malaysia
Dec 1998 - Apr 1999

Accounts worked on: KFC, Pepsi, Adidas

Graphic Designer

Midelton & Lanx

Kuala Lumpur, Malaysia
Apr 1998 - Dec 1998

Accounts worked on: Guinness, Myojo, Lewre

Education

Bachelor of Arts Degree in Advertising

RMIT University

Melbourne, Australia
2000

• High distinction in art direction
• Distinction in direct marketing

Diploma in Communication Design

The One Academy of Communication Design

Kuala Lumpur, Malaysia
1995 - 1997

• Distinction in consumer behaviour
• Distinction in advertising
• My final year project was highly commended by the real client and was regarded as best creative use of medium.

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