

Chris Leow

ithinkitschris.com

Senior Creative

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Who am I?

A Singaporean-born, NYC-based Senior Creative with eight years in advertising and motion design, driven by a manic passion for craft. Currently pursuing an MFA in Interaction Design, I aim to blend my creative expertise with human-centered principles to design solutions that ultimately resonate with people.

Education

MFA Interaction Design

School of Visual Arts

September 2024 – May 2026

Diploma in Communication Design

Temasek Polytechnic School of Design

2013 – 2016

Skills

Creative Direction Motion Design
Interaction Design Video Editing
Photography Content Creation

Photoshop · Illustrator · InDesign
Premiere Pro · After Effects · Lightroom
Blender · Figma · VS Code · Javascript
React · Tailwind CSS · Next.js · Vercel

English – Native
Mandarin – Conversational

Worked with



Work Experience

Creative Lead

Marina Bay Sands

January 2024 – November 2024

The World of Studio Ghibli

Worked in hand with a team of Designers, Producers and Curators as the Creative Lead for the integrated marketing campaign for The World of Studio Ghibli, the first ever Studio Ghibli exhibition in Singapore held at ArtScience Museum.

Art Director

TBWA\ Singapore

March 2021 – August 2023

Beyond The Cabin

Lead Art Director and Motion Designer for Beyond The Cabin, a brand campaign and content series centered around Singapore Airline's Cabin Crew. Conceptualized ideas and pitched art direction proposals in hand with a Creative Director, provided art direction with production crew and film directors from on-set to post-production.

Cocktail Conversations

Lead Art Director and Motion Designer for Cocktail Conversations, an episodic sustenance campaign and content series for the flagship SilverKris Lounge at Singapore Changi Airport Terminal 3.

Motion Art Director

BBH Singapore

June 2019 – March 2021

CES 2020

On-site Motion Designer and Video Editor for content coverage of Samsung's Visual display's new releases and technology at CES 2020 in Las Vegas. Worked in hand with a team of a Creative Director, Art Director and production crew.

Nike Athlete Stories: Koy & Toon

Motion Designer and Video Editor for a full film highlighting the stories of Bangkok based NIKE athletes Koy & toon, distributed on Nike's Instagram feed, stories and TV. Worked in hand with a Creative Director and Art Director.

Motion Designer

Freelance

November 2015 – May 2019

Uniqlo Your Stage Now Live

Visual and Motion Designer for a set of In-Store displays for the launch of the first Uniqlo Flagship store in Singapore at Orchard Central.