

XIN HUI TAN

Creative with years of experience in art direction and creative strategy, I ideate, craft and breathe ideas into life on your digital screens.

Having started my creative journey in social, I'm highly skilled in platform knowledge and how to speak the language of the digital consumers. Always looking for ways to merge innovation, trends and cultural relevancy together for brands to create business success.

EXPERIENCE

Creative Strategist (scaled), EMEA

Meta - Dublin

Dec 2022 - Present

Relocated to Dublin to be a part of the scaled team in EMEA, I help drive business impact by providing creative and strategic directions for clients across Meta's family of apps. Spearheading the Reels and short-form video task force, I initiated and drove 30% increment in reels opt-in through weekly Reels Trends and Reels best practices webinars, educating brands on how to master the language of Reels. Conduct regular creative audits for brands to highlight areas of improvement and provide strategic recommendations to enhance media performance across the marketing funnel. Collaborating closely with cross-functional teams, we developed 7 new test and learn strategies for clients, to ensure creative success. Involved in the launch of the brand new Meta AI sandbox, helping businesses beat creative fatigue through AI by 30%.

Global Animation & Art Director

TikTok (Bytedance) - Singapore

July 2021 - Dec 2022

As lead art and animation director for all global User Growth marketing campaigns, I provided creative vision and was responsible for conceptualisation, data research and design strategy. Led and provided data and creative direction for a fast-paced in-house production team to create 10-15 creatives per week for TikTok Shop and Tiktok across the global markets. Created more than 10 top performing creatives and was awarded the Bytedance 'Beyond Expectations' award. Crafted and designed Tiktok brand Mascot to be used globally across all creative assets. I served as a bridge between production houses and designers and was point of contact for all in-house editors. Responsible for all branding guidelines across TikTok & Bytedance products and pioneered onboarding SOPs and trainings.

Art Director

U-Studio @ Unilever, Oliver Agency - Singapore

Nov 2020- June 2021

Spearheaded creative ideation and art direction for all Unilever brands, being responsible for the digital and social launch of all Ponds' products across APAC markets. Liaised between production houses and designers to make sure assets were aligned with the brand's essence. Led social assets for LifeBuoy, Breeze, Cornetto, Wall's and Rexona from ideation to post.

Junior Art Director

Digitas APAC, Publicis Singapore

Aug 2018- July 2020

Majorly involved in the day to day copywriting and creative production across the APAC markets for Disney (Marvel, Pixar, Star Wars, Disney Channel Asia, Disney Junior) . Worked closely with strategy, media and data to produce and execute social content for titles such as The Avengers Endgame, Frozen II, Onward, Toy Story 4 and The Lion King.

Led art direction for The Macallan Regional social account and created 15 social campaigns across APAC markets and ideated social launches for The Mercedes-Benz Singapore.



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EDUCATION

Nanyang Technological University

School of Arts, Design and Media
Bachelor of Fine Arts, Animation

Pioneer Junior College

Literature, History and China
studies in English

Evergreen Secondary School

Best in Literature for Academic
Year 2011 ('O' levels)

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere Pro
- Adobe In Design

- Art Direction
- Copywriting
- Content Creation
- Creative Strategy
- Full Funnel Marketing