

SHAMNASAAR

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WHAT MAKES ME A CREATIVE DIRECTOR WORTH LISTENING TO

CREATE TALK-WORTHY WORK

My job is to make campaigns that spark conversation.

MOVE FAST

No fluff. No bottlenecks. Just creative firepower delivered at speed. Think immersive experiences and design that stops thumbs.

ANTI-ORDINARY

Clichés get deleted. I turn the mundane into magic with ideas that surprise, delight, and actually land.

PLAY TO WIN

Mediocre doesn't make the cut. If you're chasing attention, relevance, and results, let's make some noise.

AI, SPECIALIST

I bring imagination to life through mastering prompts and integration to unlock sharper insights and intelligent scale.

Work Experience

TLC Worldwide

Creative Director APAC

September 2023 - Present

As Creative Director at TLC, I don't just lead a team of designers, I inspire a squad of boundary-pushers to craft campaigns that don't just tell stories but live them. Working hand-in-hand with Business Directors and Sales Teams across the region, I align big-picture creative visions with razor-sharp client objectives, ensuring our campaigns aren't just memorable, they're measurable. In fact, I helped convert over USD 4 million in revenue through strategies that delivered both brand impact and business value in my first year.

From ideation to execution, I oversee every step of the creative journey, fueling the team to innovate while keeping brand goals at the heart. Whether it's acing pitches with bold ideas or delivering integrated campaigns that engage and reward audiences across APAC, I'm all about elevating brands, driving results, and creating value that sticks with both clients and their customers.



Now Comms Asia

Senior Art Director

January 2021 - September 2023 (2 years 9 months)

I specialized in serving B2B companies by crafting impactful digital, hybrid, and physical events that aligned with clear goals and objectives. Being a key member of the pitch team, I ensured the entire ideation process was results-driven. I also brought strong software proficiency, articulated creative direction, and demonstrated a strategic vision that resonated with client needs and objectives.



Recognition



Spikes Asia

McCann Healthcare

Senior Art Director

February 2017 - April 2020 (3 years 3 months)

I helped convert over SGD 2 million in revenue by bridging the gap between healthcare professionals and consumers—turning trust into tangible brand equity. I redefined how medical experts were portrayed, bringing in fresh creative energy and emerging tech to craft solutions that didn't just speak—they stood out.

From concept to launch, I owned the creative process: setting purposeful goals, building structure, and making sure every touchpoint stayed true to the brand's vision. With a knack for presenting ideas that stick and winning over rooms, I pitched standout proposals, built lasting client partnerships, and consistently pushed brands beyond expectations.



Freelance

2015-2016

1. Toaster - Google
2. BBH Asia Pacific
3. Saatchi & Saatchi
4. gyro

RedWorks, Inc.

Head of Art

January 2014 - January 2015 (1 year 1 month)

Headhunted to establish and lead the creative vision as Head of Art, I was entrusted with driving top-tier creative excellence while maintaining brand integrity across all initiatives. My role encompassed delivering outstanding creative output, managing and mentoring a multidisciplinary creative team, and overseeing work across three key business units—Mobile Consumer, Singtel TV, and Group Enterprise. Additionally, as part of the rebranding team, I played a pivotal role in developing the Corporate Identity (CI) Guidelines and designing grid systems and templates for retail spaces, ensuring a cohesive and consistent brand experience across all touchpoints.



Design Tools

- After Effects
- Premier Pro
- Photoshop
- Illustrator
- InDesign
- Canva
- CapCut
- PPT

Education

Central Saint Martins

College of Art & Design

BA (Hons), Graphic Design
(1998 - 2001)

London College of

Communication

Diploma, Graphic and
Typographic Design
(1996 - 1998)

References

Tisha Reyes

Executive Director, APAC,
Straits Creatives
M: 98390094

Nura Abu Bakar

Operation and Creative
Services Management
M: 83232338

Frontage

Senior Creative

July 2012 - June 2013 (1 year)

Headhunted to lead and elevate the creative department, I was responsible for raising the quality standards and enhancing the brand and strategic positioning of Sony across Singapore, Southeast Asia, and the Middle East. My role focused on shaping impactful communications that strengthened Sony's brand presence and market leadership in these regions.

SONY

McCann Worldgroup Singapore

Senior Art Director

July 2011 - June 2012 (1 year)

Recruited to take the creative reins at OCBC, my mission was to push boundaries and guide campaigns into exciting new territories, all while raising the bar on the brand's creative direction. With a portfolio of diverse accounts I was all about crafting bold, innovative strategies that turned heads and sparked conversations—delivering communications that were as fresh as they were impactful.



DDB Worldwide Pte Ltd

Art Director

July 2007 - July 2011 (4 years 1 month)

My creative journey started with a bold spirit, always eager to shake things up and explore fresh ideas. Surrounded by brilliant mentors and a tribe of fellow innovators, I discovered my passion and committed myself to perfecting my craft—earning international recognition as I went. Along the way, I had the chance to work on a diverse range of projects, crafting campaigns that made waves locally and globally, sparking conversations and connecting with audiences on every level.



LET'S MAKE SOMETHING EXTRAORDINARY!

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