



Marcus Yuen  
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# “Consistency is the last refuge of the unimaginative.” -Oscar Wilde

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Marcus Yuen is a Singaporean advertising designer who grew up wanting to be a meteorologist. He graduated from Nanyang Polytechnic in 2008 with a diploma in Interactive Media and is currently pursuing a BA (Hons) in Design Communication at Lasalle College of the Arts. His favourite idea generating spot is in the gents and he firmly believes in the inseparable bond and balance of the idea and execution.

## EDUCATION BACKGROUND

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### BA(Hons) Design Communication

*(Majoring in Advertising)*

Lasalle College of the Arts (2010- present)

### Diploma in Digital Media Design

*(Majoring in Interactive Media)*

Nanyang Polytechnic (2005-2008)

### GCE O'level

Maris Stella High School (2001-2004)

## WORK EXPERIENCES

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### Ogilvy & Mather Singapore

Internship (Jun-Jul 2011)

Advertising . Art Direction

### Foreign Policy Design Group

Full Time/ Freelance (2008-2010)

Branding & Identity . Web design . Graphic Design Concept Development . Copywriting . Digital Advertising

Internship (Sep- Nov 2007)

Interactive Design . Web design . Graphic Design

## AWARDS/ COMPETITIONS

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### Lasalle Scholarship 2011/2012

### The Crowbar Awards 2008

*(Experimental Interactive)*

Finalist for 'A Little Minor'

### Singapore Police Force Innovation Excellence

*(Logo Design Competition)*

1st

### E-Magiciens Festival 2007

*(Webjam Competition in Valenciennes, France)*

Participated with 2 other group members

## SKILL SETS

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### Advertising/ Branding & Identity

Brain-storming & Execution of ATL, BTL concepts, Online/ Offline

### Interactive Media Design

Flash/ HTML Websites, Flash Animations, User Experience and Usability, with knowledge in AS2, HTML, CSS

### Graphic Design & Illustrations

Visual Communications, Graphic Design, Editorial and some Illustrations

## SOFTWARE SKILLS

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Adobe Photoshop . Adobe Illustrator .  
Adobe Flash . Adobe Dreamweaver .  
Adobe Indesign . Adobe After Effects .  
Adobe Premiere

## HOBBIES/ INTERESTS

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Arthouse Films . Music . Culture . Experimental Interactive Story Telling . Football . Travelling . Drinking Soup



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