

EVAN LAU

Curriculum Vitae

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Experience

Multimedia, Manager

Focus Media Singapore Pte Ltd

September 2012 - Current

My role in Focus Media Singapore progresses to include engaging with advertising clients, account and planning teams to ensure a full understanding and definition for various creative executions, and ensuring that the project objectives are realistic and achievable within the timeframe and budget specified. Creative executions consist of in-house motion graphics production, screen wrap / banner, wall wraps and outdoor billboard designs etc.

Besides that, my responsibilities include research and development of new solutions to cater to the growing business model and demands in Focus Media. Some pilot projects and solutions which I have undertaken consist of online video content management system, wifi-enabled digital screens for efficient updates of video and dynamic RSS feed to premium office buildings, oversee of outdoor & indoor large LED digital display screens setup and operation workflow, in-store broadcast network system, split screen video with static directory via Android mini PCs.

Keeping that in mind, I drive high-level creative outputs from all members of the team and add inputs when needed:

- Own the overall solution and delivery schedule. Define the scope of every project identifying the deliverables, and producing a detailed plan encompassing project timings, milestones, delivery dates, budget and resource requirements.
- To co-ordinate the day-to-day running of every project and work closely with the other teams throughout the agency as appropriate.
- Provide inputs at early project stages, effectively communicating technical/creative/production issues and solutions both internally and to the client.
- Liaise with the client and account teams to ensure that any changing client needs are scoped into the project and if appropriate, new costs or timeframes are negotiated with the client.
- To successfully deliver pilot projects and new solutions using third party agency support, negotiating the best deals possible whilst maintaining the highest quality.

CREATIVE THINK TANK

Relevant Software Skills

Adobe CS5

Photoshop
Premiere Pro
After Effects
Dreamweaver
Soundbooth
Illustrator
Indesign
Flash

Final Cut Pro 7

Microsoft Office 2010

Word
Excel
Powerpoint

Language Proficiency

Spoken

English: Fluent
Mandarin: Fluent

Written

English: Fluent
Mandarin: Good

Interest

Travel
Cycling
Photography
Rollerblading
Movies
Music

Experience

Multimedia, Senior Executive

Focus Media Singapore Pte Ltd

September 2010 - September 2012

Focus Media Singapore is the pioneer in the next-generation digital Out-of-Home (OOH) media industry and the largest digital OOH media company in Singapore in terms of the number of locations/venues. My job scope includes liaising with clients to produce video commercials to be played through the company's network. Actively involve in designing web and print content for company events.

Senior New Media Executive

Singapore Media Academy Pte Ltd - MediaCorp

April 2006 - September 2010

Singapore Media Academy is a wholly-owned subsidiary of MediaCorp offering training, educational and consultancy services to address the needs of the local and regional media industries. My work requires me to design various brochures and print ads for different target groups from kids to adults courses. I am able to propose design solutions for different marketing collaterals from understanding individual project requirements. Other projects in design for website content, video editing and event photography.

Education

Diploma in New Media Art

Orita Sinclair, School of Art and New Media

Oct 2004 – Aug 2005

Focus on design fundamentals, animations & interactive projects.

Diploma in Multimedia Software Engineering

Singapore Polytechnic

July 1999 – May 2002

First introduced to the various softwares for multimedia content creation.

Achievements

Participation in Bimini film festival 2006

Panaroma I. Films for adults

'Dr Bones' a classical animation with a touch of black humour.

Awarded major prize in the category of International students animation Film Festival at Cusco.

<http://www.cinencuentro.com/2006/11/05/fenaco-2006-estos-son-los-ganadores/>