

# Gerard Teo

## Art Director and Senior Brand Designer

CREATIVE LEAD / HANDS-ON MAKER

I have spent 26+ years making brands, campaigns, packaging and experiences across agency, independent and in-house teams. I clarify the brief, set the direction and stay close to the making so the idea does not get lost.

Email Gerard

Portfolio

Online CV

LinkedIn

### CURRENT WORK

#### JAN 2026 - PRESENT **Graphic Designer**

C Square Creative Communications / C2 Global Exhibitions, Singapore

I design brand, event and exhibition work from early concept through artwork and production.

#### JAN 2014 - PRESENT **Independent Creative Lead / Designer**

The Fat Oracle (TFO) - Independent practice

I take on selected identity, campaign, packaging and visualisation projects, working directly with clients and production partners.

### CONTACT

+65 9878 2541  
g@doesdesignwork.com  
doesdesignwork.com  
LinkedIn / Gerard Teo

### WHAT I BRING

- Creative direction and clearer briefs
- Brand identities and campaign systems
- Events, exhibitions and spatial communication
- Packaging, print and production
- Pitches and stakeholder presentations
- 3D visualisation, UX and digital design

### SELECTED BRANDS

Apple, L'Oreal, Unilever, Dow Chemical, Singtel, StarHub, BlackBerry, MTV Asia, EMI Music and UOB Travel.

# Selected experience

26+ YEARS / DESIGN / DIRECTION / DELIVERY

## SEP 2020 - APR 2024 Freelance Designer

Northstar Travel Media, Singapore

Turned approved concepts and wireframes into responsive email campaigns, final templates and production-ready assets.

## SEP 2021 - NOV 2022 Content Designer - Apple Account

Hogarth Worldwide, Singapore

Adapted and checked Apple retail and digital campaign materials against detailed global brand and production standards.

## SEP 2013 - NOV 2014 Senior Designer & 3D Visualisation Lead

Crepuscule Asia, Singapore

Combined design direction with hands-on brand, packaging and 3D visualisation work for Unilever and L'Oreal.

## MAY 2011 - NOV 2011 Design Director

Orbital Group Pte Ltd, Singapore

Led pitch and campaign design for BlackBerry, Munich Automobiles and Pacific Healthcare.

## JAN 2004 - JUL 2009 Co-Founder / Creative Director

Blacksheep Communications Pte Ltd, Singapore

Co-founded the studio, grew the design team from 3 to 15 people and stayed closely involved with the work, clients and production.

## JAN 2001 - JAN 2009 Creative Designer to Creative Director

CP&GD Design Communications Pte Ltd, Singapore

Progressed from hands-on designer to creative lead across print, outdoor and digital campaigns.

## EDUCATION & DEVELOPMENT

### NTU PaCE, 2026

Advanced Professional Certificate in UX Design & Digital Product Management.

Course work included a HealthHub caregiver and medical-translation flow, plus an OCBC subscription-management sprint.

### (SCTP) Associate Data Analyst

NTUC LearningHub / Attained Jan 2024

### Concept Creation-3

MAGES Institute / Attained Mar 2022

## TOOLS

Photoshop, Illustrator, InDesign, After Effects and Figma.

Blender, Cinema 4D, Spline and Webflow.

ChatGPT, Firefly, Midjourney and Runway.

## PORTFOLIO LINKS

Selected work

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## GET IN TOUCH

# Need a senior creative who still makes the work?

See the projects, then tell me what needs solving.

Email Gerard