

# Mondrey Sin / art director

## Experience

### > FREELANCE (05 - Current)

La Caixa Bank - Christmas brief  
Fuenso/Hospes Group - Rebranding project  
Double You, Barcelona - Nike online European project  
Plantage, Berlin on Volkswagon - VW Interactive project  
Design projects - Various Corporate Identities  
Wieden+Kennedy Shanghai - Nike Olympics and Nokia Global pitch  
Fuenso/Hospes Group - New product launch  
SEAT Leon - TV brief  
Tiger Beer Asia - Interactive project  
Chinese font software - Consultancy  
SEAT Ibiza - Viral ad brief  
Wieden+Kennedy Shanghai - Pitch  
La Fianna Group - Corporate Identity

### > PARTNER/CREATIVE DIRECTOR / ACCIDENT BARCELONA (04 - 05)

Created and directed spots - MTV/Motorola. E 4 London

### > FREELANCE (02 - 03)

180 Amsterdam - Consultancy on Adidas Women Soccer Championship  
Bates Germany - Pitch  
Batey Ads Singapore - Mercedes Benz Campaign  
Bates International Barcelona - SEAT International

### > GROUPHEAD / BATES EUROPE, BARCELONA (01-02)

SEAT International

### > ART DIRECTOR/GROUPHEAD ON NINTENDO / GEORGE PATTERSON BATES, AUSTRALIA (97-00)

Carlton United Brewery. Nintendo. Medibank Private. Ansett. DHL  
Pitches Won - Nintendo. Medibank Private. National Express Group

### > ART DIRECTOR / BATES SINGAPORE (95 - 96)

Nokia Regional. Heineken. Hongkongbank. Taj Group Of Hotel.  
Pitch Won - Nokia Regional

### > ART/TYPE DIRECTOR / BATES HONGKONG (94-95)

Nokia. Inchcape House (Rolls Royce, Jaguar, Bentley). B.A.T.  
HongKongBank. Just Gold Jewellery.

### > TYPOGRAPHER / THE FOTOSSETTER, SINGAPORE (92 - 93)

## Awards

Cannes - 1 Silver & 2 Finalists  
CLIO - 2 Silvers & 2 Finalists  
Type Director Club NY - 3 Bests  
Typographers International Association NY - 1 Silver  
Australian Award - 1 Silver, 1 Bronze & 4 Finalists  
MADC - 3 Bests  
MOBIUS - 1 Silver  
Asian Advertising - 4 Golds, 4 Silvers, 1 Bronze & 6 Finalists  
4As - 1 Gold, 1 Silver, 2 Bronzes & 10 finalists  
Best of Bates 2000 - Best creative team of the network  
Fonthaus USA - Licensor of Sin family font  
Entertainment 4 London's favourite Idents 2004 - Top 20

## Personal Informations

QUALIFICATION : Visual Communication  
Major in Advertising & Design. Minor in Typography

LANGUAGES : English. Spanish. Mandarin. Cantonese

NATIONALITY : Singaporean

BASED IN : Barcelona, Spain

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