

Experience

> FOUNDER / MAY CONTAIN NUTS (05-CURRENT)

Yunait Spain - Pitched and won rebranding project
Amsterdam Worldwide - Consultancy on Intel China Viral Campaign
Atletico International - Consultancy on SEAT China Trade Launch
Kiosko Burger Chain - Branding
Double You, Barcelona - Pitched and won Spain Tourism Chinese market online campaign
Bershka - Summer 2010 Campaign
Atletico International - Planet Campaign
Fuenso/Hospes Group - Re-Branding
Double You, Barcelona - Pitched and won Sony Summercase online campaign
Double You, Barcelona - Nike European Cup 2008 online campaign
Plantage, Berlin - Volkswagon China Interactive project
Wieden+Kennedy Shanghai - Nike Beijing Olympics and Nokia Global pitch
Fuenso/Hospes Group - Brand launch
Tiger Beer Asia - Typography interactive project
Wieden+Kennedy Shanghai - Consultancy on Chinese font project
Atletico International - SEAT Leon online
Wieden+Kennedy Shanghai - Nike China Pitch
La Fianna Group - Branding

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

Created and directed - MTV/Motorola. E4 London.

> FREELANCE (02-03)

180 Amsterdam - Consultancy on Adidas China 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 FOTASETTER, 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 Information

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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To whoever it may concern

Reference for Mondrey Sin

I am more than happy to supply a reference for Mondrey. I certainly feel qualified to do so as I have personally hired her to work in three different creative departments in three different countries.

The first of these was for Bates Hong Kong back in 1994. I hired Mondrey on the strength of her wonderful typography portfolio but it was soon evident that her technical skills and imagination could be utilised on a bigger canvas as an art director. She made an immediate impact and was jointly responsible for a whole stack of stylish award-winning ads for the agency.

When I became CD of Bates Singapore the next year, one of my first moves was to coax Mondrey over there. Again, she played a significant part in lifting the creative profile of the agency.

So much so that when I switched to being CD at George Patterson Bates in Melbourne, guess what? –

I hired her again, this time partnering her with one of our senior writers. Once again, she rose to the task and was responsible for much of the agency's strongest, most modern work.

Mondrey is a joy to work with - a funky, colourful young woman with a great eye for striking, contemporary visual imagery. She has taken the considerable challenges posed by moving to different countries in her stride, soaking up local cultural references and giving them fresh new spins everywhere she goes.

Hire her before I do!

Gary Knight
Creative Director
WCRS London



B A T E S E U R O P E

To parties concerned:

It is with great pleasure I recommend Mondrey Sin for any position utilising her experience in marketing, advertising and talent in art direction.

The more challenge you give her the more you will benefit by her common sense and creativity. The harder the client, the more you will appreciate her understanding of the industry and patience.

I find Mondrey, through my experience of working with her, both at Bates Europe and previously at Bates Hong and Singapore, extremely intelligent, insightful, and hard working.

She is a good secret weapon to have in front of the client with her presence and professionalism. And a great force within any creative team.

Any questions please call me directly.

Christopher Masterson
International CD, Bates Europe

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