



# ROYCELYN

杜詠詩 Frances Xavier To Yong Shi

22 August 1991  
Singapore Citizen  
Hong Kong Permanent Resident

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## EDUCATION

### Temasek Polytechnic

*Diploma in Interactive Media Design*

- GPA: 3.37
- Director's List AY 2010/2011

### Haig Girls School

*Primary School Leaving Examination*

### CHIJ Katong Convent

*GCE O Levels*

- |                       |             |
|-----------------------|-------------|
| • Edusave Scholarship | 2004        |
| • Class Treasurer     | 2005        |
| • CCA Sectional Head  | 2006        |
| • Peer Support Leader | 2005 - 2006 |
| • Student Counselor   | 2006 - 2007 |

## WORK EXPERIENCES

2014 –  
Present

### Ogilvy, BBDO, Tribal Worldwide, XM, Dentsu Aegis Network, /TBWA, We are Social, Distilleri, HAVAS Media

*Freelance Art Director*

- Constantly honing my craft and pushing my versatility in different art styles.
- Growing my portfolio with works from different sectors.
- Helping to clear urgent work and helping to lessen the team's workload.
- Being able to lead and handle large to small scale campaigns on my own or leading a team doing it.

Jan 2018 –  
Dec 2019

### dentsu X / Dentsu Aegis Network

*Integrated Art Director*

- Working on accounts such as Gardens by the Bay, Huawei, Vitasoy, The Walt Disney Company, M1, Toyota and many more to do their creative media 360 campaigns across APAC region.
- Cultivate teamwork skills and management skills taking charge of juniors in the team; guiding and mentoring them.
- Representing the creative team to present ideas and concepts to clients.



Jun 2015 –  
May 2017

## **Publicis Singapore**

*Integrated Art Director*

- Working on accounts such as Scoot, Audi, Health Promotion Board and more to help build the brand identity with 360 campaigns.
- Part of the pitch team that won Health Promotion Board and Nespresso.
- Won multiple Marketing Effectiveness Awards (MEA) and Effies for Scoot campaigns.
- Experience in creative conceptualization and development in advertising.
- Cultivated teamwork skills by working closely with copywriters, account servicing, planners and social specialist teams.
- Regularly presented creative ideas and concepts to clients.

Oct 2013 –  
Feb 2014

## **Young & Rubicam**

*Junior Art Director*

- Working on accounts such as BMW Asia, Performace Motors Limited, Republic of Singapore Navy, Guocoland and M1.
- Coming up with creative concepts that lend well to traditional media.
- Worked with a variety of copywriters and art directors.
- Presenting ideas and concepts to clients.

May 2012 –  
May 2013

## **Leo Burnett Singapore**

*Junior Art Director*

- Solely working on the SK-II account.
- Coming up with creative digital concepts on a global level.
- Work was distributed to keymarkets such as Japan, Korea, Thailand, Singapore, Indonesia and China.
- Work together as a team with copywriter partners, account servicing and planners.
- Involved in client presentation and present the creative concepts.

Aug 2011 –  
Nov 2011

## **Sozo Ptd Ltd**

*Design Intern*

- Designed all collaterals including bus wraps and STB Banners to promote Anime Festival Asia.
- Developed skills in events management.
- Mending a booth and serve customers at the cash register.



# ADVERTISING EXPERIENCE

2020 –  
Present  
(Freelance)

Singapore Tourism Board  
Singapore Airlines  
Public Utilities Board (PUB)  
Workforce Singapore (MOM)  
Ministry of Culture, Community & Youth (MCCY)  
Land Transport Authority (LTA)  
TikTok APAC  
M1  
Lancôme Pitch  
DairyFarm (Cold Storage, Giant, Mercato)  
Converse Singapore / Malaysia

National Crime Prevention Council Pitch  
Samsung Global (Social)  
Amazon Prime Video (Social)  
Toyota SYI Pitch  
New Balance Singapore  
SkillsFuture SSG Pitch

2018 –  
2019

Huawei Technologies  
Gardens by the Bay  
The Walt Disney Company  
Toyota Singapore / Borneo Motors  
Vitasoy APAC  
Accor Hotels  
NTUC Income  
M1

2017 –  
2017

Changi Airport Group Pitch  
Scoot Airline Pitch  
Sephora Pitch  
Mercedes Benz / Cycle & Carriage  
VISA  
Exxonmobil  
The Glenlivet

2015 –  
2017

Audi Singapore  
Scoot Airline  
Sadia Singapore / Hong Kong  
Health Promotion Board (HPB)

2014 –  
2015

Singtel

2013 –  
2014

Performance Motors Limited  
BMW Asia  
Republic of Singapore Navy (RSN)  
Guocoland

2012 –  
2013

Procter & Gamble –  
SK-II Global Digital Advertising

