

get a reaction. leave an impression.

patrick yam

0488 402 162
pat@thebrandillusionist.com.au

NAME

Patrick YAM

EMAIL

pat@thebrandillusionist.com.au

ADDRESS

192 Craigie Drive
Beldon 6027
Western Australia

TELEPHONE

0488 402 162

CREATIVE EXPERIENCE

2009 – Present

Position: Sole proprietor – The Brand Illusionist, WA Dance Directory, Australian Dance Directory

2005 – 2009

Position: Art director

Agency: TMP Worldwide Advertising and Communications (Perth)

Duties: Creation and development of concepts to artwork for recruitment and employer branding campaigns.

2000 – 2004

Position: Senior art director

Agency: Tequila Asia Pacific (Singapore)

Duties: Head of a team consisting of designers and copywriters in producing various online and offline direct marketing and promotional material.

2000 – 2001

Position: Studio manager

Agency: Tequila Asia Pacific (Singapore)

Duties: Management of workflow within the finished art studio, liaising with printers, colour separators and other suppliers.

1997 – 2000

Position: Art director

Agency: Tequila Asia Pacific (Singapore)

Duties: Conceptualising, designing, illustrating, visualising.

1996 – 1997

Position: Senior designer

Agency: Adgrand Advertising (Singapore)

Duties: Client liaisons, conceptualising, designing, illustrating, visualising.

1990 – 1996

Position: Senior designer/studio manager

Agency: Calder Design (Perth)

Duties: Client liaisons, design, illustration, visualisation, artwork, staff management, repro and print management.

1989

Freelanced as a graphic designer for AMP Booragoon, Perth, WA to design corporate stationery.

Freelanced as an illustrator for Colonial Distributors to design souvenir products.

Freelanced as an illustrator for Stottee's Distributors to design souvenir products.

ACADEMIC HISTORY

1987 – 1989 Curtin University of Technology, Perth, Western Australia
Graduating Degree – Bachelor of Arts (Design)

1982 – 1986 Balcatta Senior High School, Perth, Western Australia

1980 – 1981 Karrinyup Primary School, Perth, Western Australia

1974 – 1980 Saint Gabriel's Primary School, Singapore

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CLIENTS/ACCOUNTS

Apple Asia Pacific
Atlas Paving
BP Australia
Caltex
DBS Bank
IKEA
Imperial Tobacco
Iona College
Nissan
Palm Asia Pacific
Pan Pacific Hotels and Resorts

Pernod Ricard
Philips Asia Pacific
Rio Tinto
Rothmans of Pall Mall
Shell Singapore
Standard Chartered Bank
Toyota Western Australia
Virgin Drinks
Virgin Mobile
Visa
Western Australian Tourism Commission
Western Power

SOFTWARE EXPERIENCE

Adobe Creative Suite 6/CC – Adobe Photoshop, Illustrator, InDesign, Muse
Microsoft Office

Quark Xpress
Macromedia Freehand

ADDITIONAL WORK EXPERIENCE

1989 Resumed work with Observation City Resort Hotel as a room service waiter.
1987 – 1988 Worked as a room service and minibar waiter at Observation City Resort Hotel.
1986 – 1987 Worked as a casual kitchen hand at Whitford City Coffee Lounge.
1984 Worked as a casual kitchen hand at RED ROOSTER (Warwick) for ten months.

REFEREES

Mr Rick Calder

Director
Calder Design Pty Ltd
173 Palmerston Street, Perth WA 6000
Phone: 9227 7878
Email: rick@calderdesign.com.au

Mr Eddy Ciciriello

Director
The SWOT Team
45 Delawney Street, Balcatta WA 6021
Phone: 0447 875 706
Email: eddy@swot-team.com.au

Tanya French

Business Advisor – Southern Wheatbelt
Business Local, RSM Bird Cameron
50 Fortune Street, Narrogin WA 6312
Phone: 0409 453 775
Email: tanyafrench59@gmail.com

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