

.Drayson, Phua Meng

.thoughts

All mammals eat, sleep, mate, reproduce, communicate, & relieve themselves. It's the process of creation and creativity that makes us unique. Currently working towards creating local and international resonance and recognition through good communication design, creative layouts and inspired copy. Please visit www.vectorscum.com to view my portfolio.

.education

Jul 2001 - Dec 2003	Royal Melbourne Institute of Technology (RMIT)	Bachelor in Communication Design with Distinction
Jul 1999 - Jul 2001	Lasalle SIA College of the arts	Diploma in Communication Design with Distinction
Jan 1990 - Dec 1994	Bedok View Secondary School	'O' Levels
Jan 1988 - Dec 1989	Temasek Primary School	PSLE

.employment

Feb 2007 - present	LifeBrandz (Ministry of Sound) Creative Conceptualise, create, art direct and produce final artwork for print. Prop design, concepts and execution for events and launches.	- Clients include: Ministry of Sound, Clinic, Kandi Bar, Barfly, Aurum, Nectarie, Fashion Bar, Bice Bistro, Balcony Bar, Lunar Asian Fusion Bar etc.
Jan 2001 - present	Freelancer Conceptualise, create and produce final artwork for print, video and web.	- Clients include: Heineken, Red Dot Singapore, Dryrun, National University of Singapore, Home Team Academy, DHL, Med Spa, Helipad, Apple Singapore, IT Asia magazine, NewscomGroup-Asia, Wilkie, Charles and Keith etc.
Jan 2004 - Feb 2007	Frangipanni Communications (Designer) Conceptualise, create and produce final artwork for print, video and web.	- Clients include: Singapore Media Academy, RageFaction, NOKIA, Elite Models, Frasers Hospitality, Exxonmobil, Raffles and Swissotel, Campbells, Sonus Networks, Infinera, Gemplus, LYRA Asia, Tube Interactive, SCDF, Mercury, MIRKA, AdvanceLab, Agenica, Cordlabs, Thomson Learning, Buildfolio, etc.
Jun 2001	OglivyOne Worldwide (Internship)	- Carried out updating, revamping and illustration duties for AIA Singapore and Volvo etc.
May 2001	DVG Whartons Advertising (Internship)	- Conceptualisation, Preparation and production of Print Ads for Yamaha Music, Singapore Police Force etc.

.technical skills

Applicable on both Windows and Macintosh platforms.

Accomplished:	Adobe	- Photoshop, Illustrator, Acrobat, Imageready, After-Effects
	Macromedia	- Flash, Dreamweaver, Director, Freehand
	Others	- Microsoft Office Suite
Proficient:	Adobe	- Premiere, Indesign
	Macromedia	- Fireworks
	Others	- Quark Xpress

.accomplishments

NewWebpick	Interviewed in NWP issue 12 (2007)
Lasalle SIA	Diploma Show Committee (2001)
National Day Parade Council	Student trainer and marshall (1998)

.passions

Design, video-games, reading, drawing, movies, music.