

# CASE PROFILE : TAN LAMMY II ART MERCENARY FOR HIRE

The creative problem solver who does the motherlode of all things – usually demanding the most out of her given task, and solving it with ruthless efficiency. Self-initiative and reliable, she is (in)famously known to hit the job hard and play it smart, and works best when she's allowed to go solo, though she works just as equally well with her comrades, often providing the gluework behind the scene. Observed to have latent leadership qualities – when given the right people to work with, odds are, she will shine and lead the team to the promised victory.

## OBJECTIVE

To create, destroy, direct, edit, whatever it takes to bring ideas to life  
To offer the world my creative input via my works and leave behind something great  
To answer my calling

## SKILLS

Conceptualization and Idea Generation | Storyboarding | Environment Concept Art  
Character Design | Digital Imaging | Layout & Composition | Graphic Design

## SOFTWARES

Photoshop | Illustrator | After Effects | Dreamweaver | InDesign | Corel Painter  
AutoCAD | Revit Architecture | Google Sketchup

## MAJOR PAST PROJECTS

GRADUATION CAMPAIGN FOR IL051-1 AT THE ONE ACADEMY  
SEPT - DEC 2011 | VICE PRESIDENT

As the second-in-command, I worked behind the scenes to ensure everything from the planning to the execution stage was carried out according to schedule - and devising Plan B when any situation/issue arises. I oversaw the Production and Marketing team while coordinating with the Art Direction team, as well as took charge of the communications and PR side of things.

EXHIBITION DESIGN FOR UH ISD AT TRUMAN'S BREWERY, UK  
JULY 2009 | LEAD DESIGNER

This overseas stint sees me involved from the start to the end of the exhibition that was the University's entry for the national Free Range Graduates Showcase. Collaborating closely with the head lecturer Dr. Benedict Anderson and two other lead designers, we brought the team from Hatfield to Central London to participate for a week in this annual graduates fair that saw keen entries from across the country.

EXHIBITION DESIGN FOR ID051-1 AT THE ONE GALLERY  
2007 | TEAM LEADER

My role is to direct and manage the team to design and build the graduate showcase for the Interior Design Batch 51. We worked with minimal budget and recycled materials, and the exhibition was the acclaimed best ID exhibition to feature in the TOA Gallery in that year.

## WORK EXPERIENCE

BENZE (M) SDN. BHD.

2005 TO 2011 | ADVERTISING OFFICER

To manage and design advertising works for the furniture company that sees publication in major design magazines and daily newspapers. Works have seen print in HomePride, Home & Décor, Kitchen & Bathroom, Malaysian Tatler, Astelier, and The Address, to name a few. Garnered the *[Merit Award]* for the inaugural HomePride Ad Awards 2010 for 2 winning entries for the kitchen brand NOLTE.

BENZE (M) SDN. BHD.

2008 | DESIGN CONSULTANT

Involved in preliminary kitchen designs and CAD drawings, as well as to communicate ideas to clients. Specific duty is to deal with challenging clients who come with their own stringent requirements, as well as provide language aid (i.e. communicating in English with foreign clients from Germany and Japan).

## AWARDS & RECOGNITION

HomePride Best Ad Awards 2009 (Merit)

UH Architecture Award 2009 (for Project Symphonium)

International Chancellor's Scholarship 2008 from University of Hertfordshire, UK

TOA Dean's List Scholar Award 2007 (Interior Design)

TOA Top Student Achievement Award 2005 – 1st Year

## EDUCATION

The One Academy 2009-2011 – Diploma in Illustration

University of Hertfordshire 2008-2009 – BA Hons Interior and Spatial Design (1st Class Honours)

The One Academy 2005-2007 – Diploma in Interior Design

Sekolah Sri Cempaka 2000-2004 – 11A's in SPM

## LANGUAGES

Native – English

Fluent – Malay, Hokkien

Basic – Cantonese

## ACTIVITIES AND INTERESTS

Casual *gamer* that follows action-RPGs and movies

Heavy *reader* – from written fiction to graphic novels

Loves to *travel* the world and immerse in people's culture

Amateur *shutterbug* who enjoys conceptual and fashion photography

Grade 5 Electone player with more than 15 years of experience in *playing music*