

# Ken Atlas

## Creative Director & Brand Designer

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### Contact

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### Summary

Seasoned brand designer and creative strategist with over a decade of experience crafting impactful brand identities and campaigns for global clients. Renowned for blending market insights, design thinking, and cultural fluency to produce transformative results. Proven ability to lead multidisciplinary teams, deliver innovative creative solutions, and build lasting client relationships.

Seeking to bring my expertise to a dynamic, collaborative branding agency to create globally recognized work.

### Key Achievements

**Seasoned Branding & Advertising Creative:** Spear-headed brand transformations for over 100 businesses worldwide, breathing life into their strategy and identity design. Orchestrated and executed dynamic advertising campaigns for renowned brands like Singapore Changi Airport, Singapore Tourism Board, Dutch Lady, Mentos, Ikea, F1 and Nike.

**Strategic Innovator:** Developed and implemented innovative brand strategies, blending market insights, creative vision, and consumer psychology.

**International Luminary:** Extensive experience across Asia Pacific (Singapore and Japan), UK, and EU, integrating cultural nuances into projects across B2B and B2C industries.

### Core Skills & Expertise

- **Strategic Brand Design:** Developing brand identities and strategies that build brand equity and drive engagement and growth.
- **Content Creation:** Skilled in creating engaging content for various platforms, including web, social media, and print.
- **Client Management:** Adept at managing client relationships, ensuring project deliverables meet and exceed expectations.
- **Market Research & Trend Analysis:** Conducting rigorous market research and analyzing trends to inform strategic decisions.
- **Team Collaboration :** Proven ability to collaborate with cross-functional teams to deliver comprehensive and impactful solutions.
- **Skills:** Strategic Communication, Content Creation, Client Management, Market Research, Trend Analysis, Visual Communication, Branding & Advertising Strategy, Design Thinking, Empathy, Active Listening, Emotional Intelligence, Adobe Creative Suite.

## Professional Experience

### **Founder & Creative Director | Collective/Division**

*Freelance Branding Consultant, Strategist and Designer (2008–2024)*

- Partnered with over 100 clients worldwide to develop transformative brand identities and campaigns.
- Directed creative teams and collaborated with cross-functional client teams to deliver comprehensive and impactful solutions, achieving measurable results in brand awareness and market penetration.
- Managing client relationships, ensuring project deliverables meet and exceed expectations.

### **Creative Director & Deputy Editor | Meeting Media Company, Belgium (2018–2019)**

- Overhauled the visual identity and editorial strategy of company's print and digital publications.
- Managed a creative and editorial team, fostering collaboration and innovation in content delivery.
- Created and maintained connections with tourism boards, convention bureaus, destination marketing agencies and association management companies. Established partnerships and engaging with industry experts to gather and publish relevant and well-rounded insights.

### **Creative Development Officer | FreshlyGround, Singapore & Japan (2017)**

- Conducted brand market research, brand and corporate culture insights gathering, and discovering the user's needs, wants and desires. Developed brand equity model, brand strategy map, and crafting holistic experience journey through brand/business touchpoints.
- Developed brand strategy book and comprehensive brand guide for clients.
- Designed marketing materials and Design Thinking training kits for the branding consultancy.

### **Art Director | J. Walter Thompson (JWT), Asia Pacific (2016)**

- Conceptualized and executed advertising campaigns for high-profile brands (such as Singapore Changi Airport, National Tourism Board, and the Central Provident Fund), delivering on tight deadlines in fast-paced environments.

### **Junior Art Director | Bartle Bogle Hegarty (BBH), Asia Pacific (2015)**

- Developed and executed above the line adverts and social media posts for brands like Dutch Lady, Mentos, Chupa Chups, Ikea and Nike.

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## Education

**Central Saint Martins, University of the Arts London** | 1st Class BA (Hons) Graphic Design (Advertising Major) (2011–2013)

**Singapore Polytechnic** | Diploma in Creative Media Design (2005–2007)

## Professional Development

**Brand Management:** Aligning Business, Brand, and Behavior (*London Business School, 2020*)

**Design-Led Strategy:** Design Thinking for Business Strategy and Entrepreneurship (*University of Sydney, 2020*)