

Ken TJX

CREATIVE DIRECTOR & BRAND DESIGNER



Summary

A passionate multi-disciplined creative with over a decade of experience in developing strategic communication plans, creating compelling content, and managing client relationships across diverse cultural landscapes. Proven track record in catalyzing brands, invigorating advertising campaigns, and shaping impactful visual narratives. Skilled in market research and trend analysis to inform innovative strategies.

Contact



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Key Achievements

Seasoned Branding & Advertising Creative: Spear-headed brand transformations for over 100 businesses worldwide, breathing life into their 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 Competencies

- **Strategic Communication:** Expert in developing and executing strategic communication plans that resonate with target audiences globally.
- **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 or exceed expectations.
- **Market Research & Trend Analysis:** Conducting rigorous market research and analyzing trends to inform strategic decisions.
- **Collaborative Solutions:** 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, Prioritizing, Goal Setting, Decision-Making.

Experience

COLLECTIVE/DIVISION Chief Creative Rebel (Freelance Branding Consultant and Designer)	2008—2024
MEETING MEDIA COMPANY, BELGIUM Creative Director & Deputy Editor	2018—2019
FRESHLYGROUND, SINGAPORE & JAPAN Creative Development Officer	2017
J. WALTER THOMPSON (JWT), ASIA PACIFIC Art Director	2016
BARTLE BOGLE HEGARTY (BBH), ASIA PACIFIC Junior Art Director	2015
INTERSTATE, LONDON Junior Art Director	2014
BRAVO COMPANY, SINGAPORE Graphic Designer	2010

Education

CENTRAL SAINT MARTINS, UNIVERSITY OF THE ARTS LONDON 1st Class BA (Honors) Graphic Design, Advertising Major	2011—2013
SINGAPORE POLYTECHNIC Diploma in Creative Media Design	2005—2007

Professional Development

Brand Management: Aligning Business, Brand and Behaviour <i>(University of London, London Business School)</i>	2020
Design-Led Strategy: Design Thinking for Business Strategy and Entrepreneurship <i>(University of Sydney)</i>	2020
The Sustainable Development Goals – A Global, Transdisciplinary Vision for the Future <i>(University of Copenhagen)</i>	2020