



SUHAIMI LATIFF

CREATIVE DIRECTOR

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PROFILE

Suhaimi Latiff is a Creative Director with 18 years of professional experience in Digital Media. He has completed a wide range of projects ranging from Immersive Gallery Experiences, Advertising & Branding and other Digital Design Interactive solutions. His current role as a Creative Director is to innovate and create different aspects of design media that moulds to the client's brief. He inspires and guides the vision of the design team, making sure they are empowered and grounded, whilst being excited and inspired to push boundaries. His leadership also involves emotional intelligence, compassion and the ability to understand overarching business objectives.

WORK HISTORY

Creative Director (2017 - Present) **4 Years**

IcebergX

www.icebergx.com

- Directed the production of HDB Gallery and presented to its CEO and the Singapore Minister for Finance, Mr Lawrence Wong.
- Rejuvenate the Supertree at Gardens by the Bay with immersive experiences and presented to the Singapore Minister for Foreign Affairs, Mr Chee Hong Tat.
- Produced a unique 'Laser-Tag' arena with unique immersive gaming experience.
- Generated creative ideas for successful tender proposals..
- Giving successful sales pitches to clients through excellent presentation skills.

Senior Designer (2013 - 2017) **4 Years**

Digimagic Communications

www.digimagic.com.sg

- Directed the production of immersive conferences for client in Moscow, Russia.
- 'Show Director' for client's major event in Shanghai, China.
- Produced a marketing tool for client which sees an increase of their profit sales.
- Winner of the most positive employee awarded by the company.

Senior Designer (2010 - 2013) **3 Years**

Immortal Design

www.immortal.com.sg

- Expanded the company's business by providing a digital interactive arm.
- Mentored by branding veterans.
- Art direct and produced dynamic, large format displays for big named clients.
- Part of the team that did the rebranding for Eng Wah Cinemas.

Lead Multimedia Specialist (2003 - 2010) **7 Years**

Litespeed Education

www.litespeed.com.sg

- Directed and produced digital interactive coursewares for Ministry of Education.
- Worked closely with content developers from various institutions.
- In-depth study of student's psychology in learning attributes.
- Provided artworks ranging from digital illustration to 3D Animations.

EDUCATION

Diploma in Multimedia, Nanyang Academy of Fine Arts, 2000 - 2003

Subject areas: Visual Communication, Audio Video Productions, 2D/3D Animations, Creative Thinking, Interactive Media, Experimental Advertising, Art Methodology, Digital Music & Sound Design

- Chosen by merit of excellence to represent the School of Multimedia to Guest of Honor - Singapore's Minister of InfoComms

CLIENTS

Government Board

Singapore Discovery Centre, Singapore Science Centre, Housing Development Board, Gardens By The Bay, Singapore Changi Airport, National Library Board, Ministry of Education, MINDEF

Private Sectors

Changi Airport Group, Carlsberg, Guinness, Anchor, Fonterra, Danone, Marina Bay Sands, Bukit Sembawang Estates, Dior, Montigo Resorts, Swire Pacific, Maybelline, Motul, Lancôme, VISA, American Express, DBS, Asahi, BMW, ION, Kiehl's, Mediacorp, Clinique

NOTABLE PROJECTS

HDB Gallery

Client - Housing Development Board

Media - Projection, 3D, Video Production

Role - Art Direction

- Directed and produced 10x interactive immersive exhibits, large-scale projections and interactive stations.
- Working very closely with the HDB Corporate Comms Group and their other stakeholders for content development.
- Gave milestone presentations to the CEO and her Board of Directors.
- Successful opening by the Minister of National Development, Lawrence Wong.
- 60,000 visitors with credited reviews.

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E3 Science Centre

Client - Science Centre Singapore

Media - Projection, Augmented Reality (AR)

Role - Art Direction / Production

- Produced an exhibit which features sensory perception, virtual physics station and motion control.
- A year long development which included multiple rounds of presentation and productions.
- Provided Art Directions from built designs to UI/UX for each of the interactive stations.
- Media coverage from CNA.

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Mujahidin Gallery

Client - MUIS

Media - Prints, Augmented Reality (AR)

Role - Art Direction / Production

- Directed and produced a gallery including an app to feature the beauty of Islam.
- Working very closely with the Corp Comms Group of MUIS for content development.
- Gave milestone presentations to the Directors.
- Successful opening by the Minister of National Development, Yaacob Ibrahim
- Credited reviews from public from various background in providing a good light for the religion.

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Sky Portal at the Gardens

Client - Gardens by the Bay

Media - Augmented Reality, 3D, Video Production, Sound Design

Role - Art Direction

- Directed and lead the narration of an immersive storytelling using Augmented Reality
- Manage and provide art direction for 3D Video producers and sound designers
- Gave milestone presentations to the CEO and his Board of Directors.
- Presented to the Guest of Honor 'Senior Minister of State' during opening ceremony.

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Black Lake Laser Battlefield

Client - Singapore Discovery Centre

Media - Projections, 3D, Video Production, Sound Design

Role - Art Direction

- Conceived the idea of introducing an immersive experience in a Laser Tag arena.
- Providing art direction to 3 different unworldly scene to elevate player's gaming experience.
- Working closely with sound designers to put the players deep into the game.
- Incredible multi-sensory gaming experience making it a sold-out venue for the first 10 weeks.

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Take-a-Shot Photo Booth

Client - Maybelline, Motul, Lancôme, VISA, American Express, DBS, Asahi, BMW, ION, Kiehl's, Mediacorp, Clinique, Carlsberg, Guinness, Dior

Media - UI/UX, Graphic Design, Video Editing

Role - Art Direction

- Conceived the idea of using social media to integrate with a traditional photo booth. The first of its' kind during early 2010.
- Clients' instant favourite photo booth which is a 'must-have' in every event.
- Provide art direction to graphic designers to produce graphic stickers on the photo booth for branding purposes.
- Worked and liaise closely with vendors ranging from logistics to videographers

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TESTIMONIALS

Immortal Design

Theresa Yong
Brand Director

“He has demonstrated a good level of understanding in digital media, an ability to learn new skills swiftly and dedication to assigned projects. He was also a good team player.”

Takeashot Asia

Koh Eng Hwee
Director

“He is able to create designs that communicate. What set him apart other than his design ability is his work ethics, professionalism and empathy shown to his team mates in their various time of needs.”

Digimagic Communications

David Sim
Creative Director

“Good creative visualizer and is able to manage creative production independently. He is a charismatic presenter and is able to service key accounts effectively.”

Digimagic Communications

Yvonne Chen
Account Director

Suhaimi demonstrates initiative and leadership in a project team. I have made several presentations alongside with Suhaimi and I admire his thorough and charming presentation skills. He is also quick-witted, meticulous and takes pride in his work. There was an urgent proposal for a Thai client and I will always remember how he took the brief from me one evening and gave me a razor sharp deck the next day, mid-afternoon. Definitely a gem to have. Bonus points - Suhaimi has a wicked sense of humour; never a dull moment with him in your team!

Gameloft

Emmanuel Vasquez Jr
Senior UI Artist

It was an absolute pleasure to have worked alongside Suhaimi. He has this great eye for the aesthetics and has this huge talent in design which always never ceased to amaze me; our projects we're brought to the next level because of these reasons! Armed with a deep pool of creativity he delivers what he promises, goes beyond the project's expectations and more importantly gets the job done flawlessly and on time.