

The connected age enables us to create meaningful, useful and valuable work that attracts rather than disrupts and in return improves our daily lives. The possibilities are endless and I'm excited for the future - Faisal Rais

BIO

Faisal Rais is a Creative Leader, Director, Designer, Educator and Surf Art Maker by choice. He was born in Batu Pahat and spent most of his childhood in Kluang, Johor. At age 8. His obsession in the graphic world came about when he started drawing his favorite characters Fido Dido and Teenage Mutant Ninja Turtles (He also loved collecting stickers). He'd secretly doodle on his school bag with marker pen and liquid paper, which he tries to hide from his parents. He became a favourite among his friends when he started drawing Metallica, Air Walk, Nirvana and other logotypes on their school bags with tips for each design. Thus his talent began.

Graduated in 2005 from Mara University of Technology (UiTM) and Majoring in Advertising and New Media, he brings with him love and passion in creativity over 21 years experience that spans across 4 countries; Malaysia, Singapore, Indonesia and Hong Kong with Saatchi Lab, TribalDDB, DrafftFCB, OgilvyOne, Leo Burnett, DigitasLBi to name a few.

His portfolio of clients includes Signify, Uniten, Petronas, Felda Global Ventures, Volkswagen, Proton, Hyundai Singapore, Naza, Malaysia Airlines, Milo, Heineken, Guinness, HSBC, Bank Mandiri Indonesia, Samsung, Telekom Malaysia, Panasonic Singapore, Olympus Singapore, HTC Singapore, Inti University, Nippon Paint, Singapore Police Force, Red bull, Tiger Beer Singapore, Heineken, Bausch & Lomb, Pos Malaysia, Gardenia, L'occitane, Aberdeen Singapore, Prudential, Shangri-La and Delta Airlines to name a few.

As he's always hungry for a big idea, he will continue crafting a great advertising and digital campaign using art and technology that will benefit daily lives in this connected age.

SOCIAL MEDIA

LINKEDIN : [HTTPS://WWW.LINKEDIN.COM/IN/FAISALMRAIS/](https://www.linkedin.com/in/faismraais/)

FACEBOOK : [HTTPS://WWW.FACEBOOK.COM/FAISAL.MRAIS](https://www.facebook.com/faisal.mraais)

INSTAGRAM : [HTTPS://WWW.INSTAGRAM.COM/INTROPICALWETRUST/](https://www.instagram.com/intropicalwetrust/)

EXPERIENCE

EXECUTIVE CREATIVE DIRECTOR

LOVE & LIGHT, KUALA LUMPUR | August 2019 - Present

Armed with the purpose of 'Inventing Tomorrow Today', we help brands co-create the future through innovative brand storytelling, products and services designed for the connected age, exploring the intersection between Art + Science + Technology. We have worked with forward-thinking brands such as Signify (previously known as Philips Malaysia), Uniten, Media Prima, Sepang International Circuit, Mahkota Medical Centre Melaka and Malaysian Government. Although Love & Light is a startup creative studio, through our trusted network we have been given the opportunity to serve our clients giving only the best solutions.

CREATIVE DIRECTOR

MEET ISAAC, KUALA LUMPUR | December 2017 - July 2019

Reporting to Regional Chief Executive Officer in Singapore my task was to build business pipelines and established Meet Isaac Malaysia as an integrated and digitally-savvy creative agency. Started with just a one man show agency, the business grew with the hiring of another two roles reporting to me; senior content specialist and creative designers. I led the team in 360° creative campaigns for Illumi Run Malaysia, Robinsons and Marks & Spencer with involvement in communication strategy, creative ideation, idea conceptualization in art and copy, productions, content and media planning. Due to company restructuring, Meet Isaac Malaysia was closed down and I was compensated.

ART & CREATIVE DIRECTOR (Freelance)**KUALA LUMPUR & SINGAPORE** | October 2016 - November 2017

Reporting directly to Executive Creative Director I have worked with multi-national agency RAPP, Mirum and The Clan. I'm responsible in leading a 360° creative campaigns for Wildlife Reserves Singapore, PayPal, Hewlett-Packard, Pan Pacific Hotels Group, Bank Rakyat, Ooko and UMobile involving creative ideation, art direction, communication strategy and media planning.

SENIOR DIGITAL ART DIRECTOR (Contract)**DIGITASLBI, HONG KONG** | January 2016 - September 2016

Supervised by Creative Director, I'm responsible on the creative concept, user experience and interface design for the brand new Shangri La Global website, digital campaigns for Delta Airlines and The Table from the Golden Circle (by Shangri La Group).

SENIOR DIGITAL ART DIRECTOR**LEO BURNETT, KUALA LUMPUR** | January 2014 - July 2015

Reporting directly to Executive Creative Director and supervised by a group of Creative Directors, I'm responsible in 360° creative campaigns for Samsung, Petronas and Felda Global Ventures. Working closely with copywriters, my involvement of work includes research, insight, ideation, planning, art direction, presentation and supervise designers, illustrators, programmers and photographers.

DIGITAL ART DIRECTOR**OGILVYONE, KUALA LUMPUR** | May 2013 - December 2013

Reporting and supervised by Creative Director, I'm responsible in digital creative campaigns for Milo, Inti University, Guinness, Heineken and Malaysia Airlines. Working closely with copywriters, my involvement of work includes research, insight, ideation, planning, art direction, presentation and supervise designers, illustrators, programmers and photographers.

DIGITAL ART DIRECTOR (Freelance)**DRAFTFCB, KUALA LUMPUR** | January 2013 - April 2013

Reporting to Digital Group Head and Creative Director, I'm responsible on the creative, and art direction for Telekom Malaysia and Nivea digital campaigns. Work closely with a Copywriter in conceptualizing ideas and overseeing design concept with Digital Designers.

ART DIRECTOR**TRIBAL DDB, KUALA LUMPUR** | April 2012 - November 2012

Reporting to Executive Creative Director, I'm responsible in creative campaigns for Volkswagen, Proton and Nippon Paint digital. Working closely with Copywriters, my involvement of work includes research, insight, ideation, planning, art direction, presentation and supervise designers, illustrators, programmers and photographers.

INTERACTIVE ART DIRECTOR**SAATCHI LAB, KUALA LUMPUR, SINGAPORE & JAKARTA** | October 2010 - March 2012

Reporting directly to Chief Operating Officer and supervised by Creative Directors, I'm responsible in creative campaigns in three different country; Singapore, Indonesia and Malaysia for Singapore Police Force, Siloso Beach Party 2011, Panasonic Lumix, Nanyang Technological University, Tiger Beer, ASUS, HTC, Prudential, Bank Mandiri Indonesia and Aberdeen. Working closely with copywriters, my involvement of work includes research, insight, ideation, planning, art direction, presentation and supervise designers, illustrators, programmers and photographers.

MULTIMEDIA DESIGNER**KRAKATUA : ICOM, KUALA LUMPUR** | December 2006 - December 2008

Reporting to Creative Director and supervised by Art Director, my involvement of work is to focus more on screen base projects for Gardenia, Bausch & Lomb, Naza, Vico, Vochelle, HSBC, Mr. Paintman, L'occitane, Vicako, Marie France, Olympus, Red Bull, Allswell, Haco and Evian.

GRAPHIC DESIGNER (Freelance)**KUALA LUMPUR** | August 2002 - November 2006

Had worked on several creative projects for Pos Malaysia, Bloomingdale Advertising, Artistic Preview Sdn Bhd, Pixel Stream Sdn Bhd, Jabatan Kebajikan Masyarakat Selangor, Prima Events Sdn Bhd, IIDE, and Casa Impian Holding Sdn Bhd.

AWARDS

KANCIL AWARDS MALAYSIA 2014 | I. Best Use of Music - Bronze

KANCIL AWARDS MALAYSIA 2014 | II. Film Direction, Editing and Cinematography - Merit

PROJECT NAME : Petronas Raya : Kepangkuan Bonda

CLIENT : Petronas

MARKETING EVENTS AWARDS SINGAPORE 2012 | I. Best Online Driver - Silver

MARKETING EVENTS AWARDS SINGAPORE 2012 | II. Best Digital Integration - Merit

PROJECT NAME : Volkswagen. Das Auto. Show 2012

CLIENT : Volkswagen Group Malaysia

ADWEEK TALENT GALLERY 2012 | Theiconisback.com.my

WEB DESIGN SERVED 2012 | Theiconisback.com.my

TALK & LECTURES

CHAIRMAN OFFICE COMMITTEE OF INFORMATION, ENTREPRENEURSHIP DEVELOPMENT, COOPERATIVES AND CREATIVE ECONOMIES 2019 | Festival Air Hitam Puteh : Digital Marketing. Most Johorean are keen to activate digital marketing for their businesses especially through social media platform. I've shared with them the power of understanding their target market, the use of demographics study and maximising their smart phone use especially in making art and copy for their creative campaign assets. Hence even due to budget limitation these SMEs can start to build their brand hands-on.

BERNAMA & RTM 2019 | Prior to the event of Festival Ayer Hitam Puteh, I was invited to activate the event by following a series of media tour. Through the sharing session, I've shared with the audience on the importance of being creative in their marketing strategy and understanding their target market will lead them to success. Last but not least encouraging the youth to be involved in entrepreneurship and celebrate local wisdoms as proven with Airbnb Experience service, travellers love to experience more on locality of each destinations.

IBRAHIM SULTAN POLYTECHNIC 2017 | The big idea. A sharing session with under graduate graphic design students. I've encourage and educate them that an idea can change the world and it's always the first thing to apply before they could even think on the design concept.

RECOMMENDATION

ERIC CRUZ | Faisal always comes up with powerful insights, ideas and interesting story premises - Executive Creative Director, Leo Burnett, Kuala Lumpur.

CLINTON LOW | Faisal is an out of the box individual who has the expertise of defining what's the 'in' trend. His ideas are fresh and dynamic and has plenty of potential - Creative Group Head , Saatchi Lab Singapore.

JASON TAN | Faisal is one of the most consistent and brightest interactive person that I have worked with. Always at the top of his game with new initiatives and interesting ideas to share with the team. Above a beyond his talent, Faisal is also cool and fun to be around - Account Director, Saatchi Lab, Singapore.

SKILLS

Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Adobe InDesign, Adobe Dreamweaver, Adobe Flash, Adobe After Effects, Adobe Premier, Adobe Muse, HTML & CSS, FTP, Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Keynote, Sketch and Figma.

— EXPERTISE

Creative ideation and direction, strategic communication and planning, integrated marketing, activation, branding, concept development, art direction, copywriting, storytelling, script writing, screen writing, user interface design, user experience design, content planning, information architecture, graphic and motion design, illustration, photography and videography.

— EDUCATION

MARA UNIVERSITY OF TECHNOLOGY, MELAKA , 2003 | Diploma in Graphic Design & Digital Media

MARA UNIVERSITY OF TECHNOLOGY, MELAKA , 2005 | Bachelor of Graphic Design & Digital Media (Hons.)

— MEMBER OF

Leica Fotografie International, Land Rover Series 2A and Land Rover Owners Club of Malaysia.

— INTERESTS

Film Making, Yasmin Ahmad, Silk Screen Printing, The FWA, D-Lux 5, Lomography, Graffiti, Skateboarding, Surfing, Classic Bikes & Cars, Travelling, Future Technology, PSFK, Fast Company, and Adweek.

— UPDATED PORTFOLIO

Kindly find and download my updated portfolio here at www.faisalrais.com/portfolio.pdf

Thank you and I look forward to have a chat with you.

Regards

Faisal Rais

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