

CADEY LAU

Art Director

#Craft - "Making things pretty makes me feel pretty."

#Idea - "If it's not award-worthy, at least let it be meme-worthy."

#Strategic - "If it doesn't make sense, I'll make you believe it does."

#Speed - "Deadline-proof and chaos-resistant."

ABOUT

I'm basically a visual storyteller with a soft spot for making people feel things. Whether it's a brand, a campaign, or just a really good-looking ad, I like turning ideas into something that sticks. Been at it for 9 years, helping brands say stuff in a way people actually care about. People think I can write, but honestly, I just have a very committed relationship with ChatGPT and all things generative AI. Keep reading, and let's hit the ground running.

EXPERIENCE

TBWA\Group Singapore
Senior Art Director
Mar 2024 - Present

Publicis Groupe, SG
Art Director
Jan 2021 - Mar 2024

Havas, SG
Freelance Art Director
Dec 2020 - Dec 2020

DDB Group, SG
Junior Art Director
Aug 2019 - Dec 2020

Hogarth Worldwide, SG
Junior Art Director
Mar 2019 - Aug 2019
Digital Designer
Feb 2018 - Feb 2019

Lion & Lion Digital Agency, MY
Visual Designer
June 2016 - Nov 2017

SKILLSETS

Art Direct
Advertising
Strategic Thinking
Presentation Development
Brainstorming
Video Editing
Storyboarding
UI/UX

EDUCATION

Diploma in Advertising &
Graphic Design
The One Academy, 2016

Malaysian Cert of Education
SMJK Jit Sin, 2012

SHINY THINGS

GONG 2024

Silver in Breakthrough on a Budget
Silver in Best use of Real-Time Response
Silver in Best use of Social Data & Insights
Silver in Innovative Use of Influencers

Singapore Media Marketing Awards 2024

Gold in Best Data-driven Campaign
Silver in Best Brand Engagement Campaign
Bronze in Best Campaign with a Small Budget
Bronze in Best Use of Social

Effie Awards Singapore 2024

Silver in Internet, Telecom & Software

Shorty Awards 2024

Finalist in ON A SHOESTRING
Finalist in LOCAL CAMPAIGN

Hashtag Asia 2024

Gold in Best Real Time Response / Newsjacking
Gold in Best Social Brand Launch / Relaunch
Gold in Best Social Media Analytics and Insights
Silver in Best Social Media Campaign: TikTok
Silver in Best Social Media Innovation
Silver in Best Social Media Partnerships
Finalist in Best Social Media Engagement Strategy

RECOMMENDATIONS

Shayne Pooley - Chief Creative Officer

June, 2022, Shayne managed Cadey directly at Publicis Groupe

"Passion. Compassion. Storyteller. Strategic Thinker. Craftsman. Great art director who can even write. I could go on, but I think you're getting a picture of this very talented person. He is worth grabbing with both arms on just these traits. But there's one more thing that makes Cadey a stand out. He is a really great guy. Unbelievably, he is far too experienced for his years. That says a lot."

Ken Choo - Executive Creative Director

February, 2020, Ken managed Cadey directly at Hogarth Worldwide

"Cadey is a motivated and forward thinking creative, with lots of knowledge in creative tools. His thirst for creativity makes him see solutions instead of problems in the briefs that he had. I would recommend him to any agency that requires the very best in creative execution. He showed a high level of technical skills and contributed creatively to our projects. Cadey will find a way to weather any storm with a half-smile."