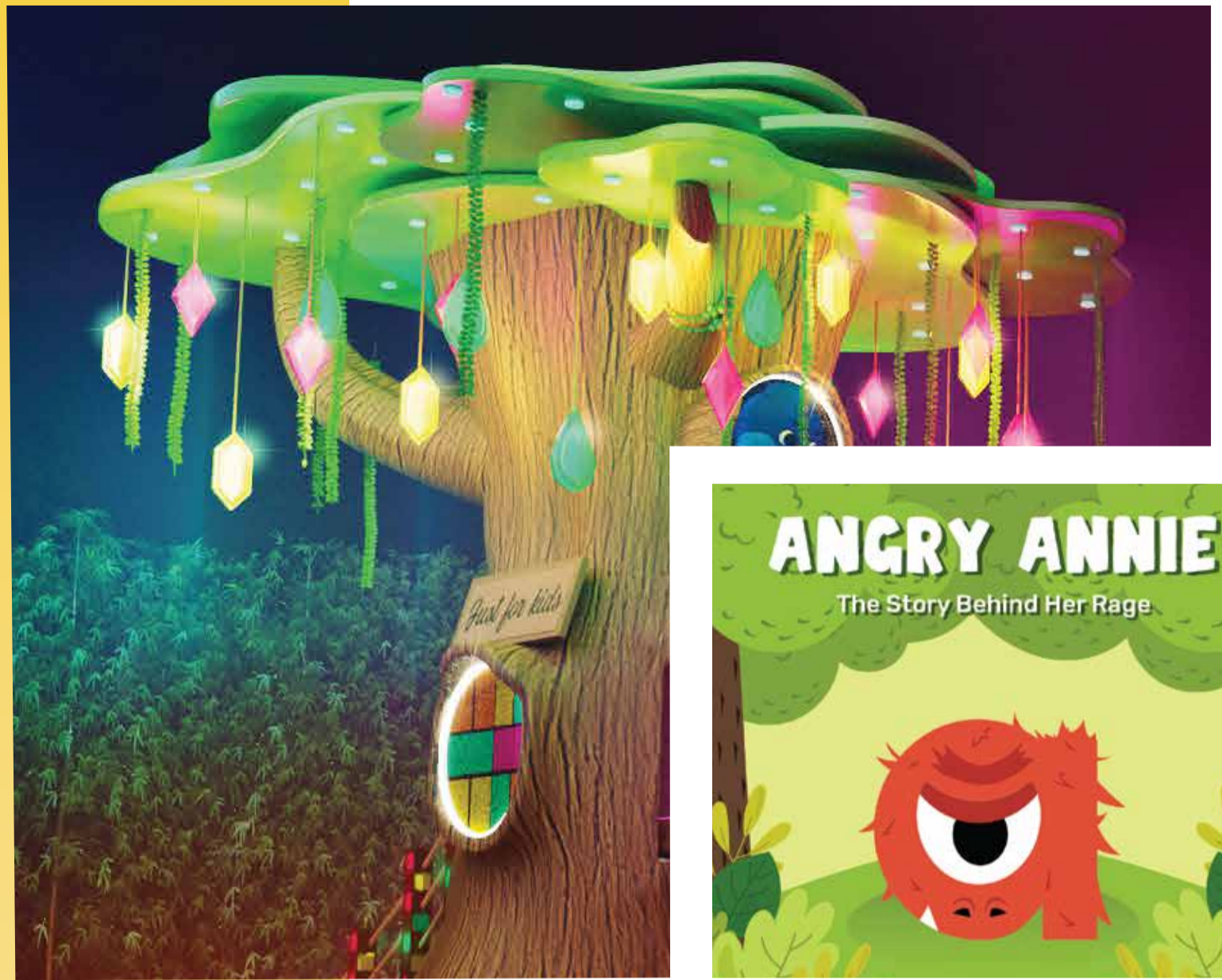


POPRTFFOLLO



DARREN TAN

GRAPHIC DESIGN (2018-2024)

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Have a look at my Graphic Design Portfolio; from Graphic Design, to Children Book Illustrations to Branding, Logo Design, Illustrations and some of my 3D Modelling and Rendering works!

ABOUT ME



Experienced Graphic Designer with a flair for creativity and a track record of delivering impactful designs across various mediums. Proven ability to meet deadlines under pressure while maintaining quality. Eager to contribute expertise to new projects and advance creative initiatives.

CONTACT ME

<https://www.darrentanrook.com>

+65 9877 2380

artrookcious@gmail.com



EDUCATION

2013 - 2016

Nanyang Polytechnic School
Diploma in Digital Media Design (Animation)

2019 - 2020

3Dsense Media School
WSQ Diploma in Digital Visual Effects (Animation)

2023 - PRESENT

Singapore University of Social Sciences
BSc in Digital Media

WORK EXPERIENCES

May 2018 - Oct 2018

Graphic & Web Designer @ Quape

Nov 2018 - Mar 2019

Graphic Designer @ NTU Library

Nov 2020 - Feb 2022

Art Educator @ Our Art Studio

Feb 2022 - Aug 2022

Head Graphic & Multi-Media Designer @ Wonderlit

Sep 2022 - Sep 2023

Art Project Manager & Lead UI Artist @ Gumi Asia

Aug 2023 - Mar 2024

Head Graphic Designer @ Prestige Edge

DESIGN SKILLS

PHOTOSHOP



INDESIGN



ILLUSTRATOR



AUTODESK MAYA



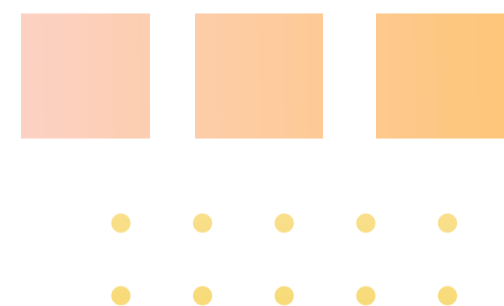
PREMIERE PRO



3D BLENDER



AFTER EFFECTS



01A

GRAPHIC DESIGN: GACHA/SHOP BANNERS

**BONUS OTHERWORLDLY ACQUITTAL STAMP x2
& OTHERWORLDLY BUBBLE x4!**

The Rising of
**SHIELD
HERO 2**
SEASON 2

GUARANTEED 1 COLLAB UNIT!
GRAND 4+★10-SUMMON

UNIT **1x ONLY** OWNED COLLAB UNIT
WILL BE CONVERTED INTO **150 SHARDS!**

©2019 AY/K/Sp

**AUTUMN
CAMPAIGN**

GUARANTEED ONE 5★ UNIT!

**DAILY SPECIAL
10-SUMMON**

FREE



Gacha and shop banners created for a game called The Alchemist Code. Had the opportunity to work on a collaboration with The Shield Hero where I create the posters based on the anime's units on a very tight deadline.

01B

GRAPHIC DESIGN: POSTER DESIGNS: JEWEL



CHRISTMAS at Jewel
1 November 2023 - 7 January 2024

Festive Decor at Canopy Park & Exclusive Attractions Promotions
Soak up the festive cheer! Enjoy 10% off individual attractions tickets (applicable to local rates) and receive up to \$30 worth of Tenant Vouchers!

Alipay+ Festive Rewards at B1 Atrium
Capture stunning moments at our photo booth, indulge in the delightful flavors of seasonal local gelato, and use your e-wallets for payments to unlock a chance at winning incredible prizes. Don't miss out - come be a part of the fun!

Evening of Enchantment
23 December, 7pm - 9pm

Let this one-night-only performance transport you to a world of magic, wonder and snowfall! Don't miss this first-of-its-kind performance at Jewel!

Get your tickets here: 

 *Terms Apply. SCAN for more details.

Naomi Yeo Annette Lee Benjamin Kheng Ministry of Bellz



BLOSSOMS OF PROSPERITY AT JEWEL
15 January - 25 February 2024

STEP UP YOUR REWARDS WITH US!

UOB CARDS EXCLUSIVE
Receive a \$10 Jewel Gift Voucher when you spend a min. of \$150* (max. 3 same-day receipts).

MASTERCARD® EXCLUSIVE
Get a box of Kele pineapple tarts worth \$18.80 when you spend a min. of \$188* (max. 3 same-day receipts).


CAPITASTAR EXCLUSIVE
Redeem Jewel's very own Mahjong set worth \$388 with an accumulated spend of \$1,600* on your CapitaStar app.

FESTIVE DECOR AT CANOPY PARK
19 January - 25 February 2024


Usher in the Year of the Dragon with our animated dragon family at Canopy Park!

 Terms apply*** SCAN for more details.

Information is correct at the time of print and is subject to change without prior notice. Scan the QR code for more details.

JewelChangiAirport.com | Follow Jewel Changi Airport on  #JewelChangiAirport #ShopAtJewel #DineAtJewel #PlayAtJewel #DoubleRewardsOnlyAtJewel #StayAtJewel

Information is correct at the time of print and is subject to change without prior notice. Scan the QR code for more details.

JewelChangiAirport.com | Follow Jewel Changi Airport on  #JewelChangiAirport #ShopAtJewel #DineAtJewel #PlayAtJewel #DoubleRewardsOnlyAtJewel #StayAtJewel

Jewel Posters/Key Visuals for Christmas 2023 and Chinese New Year 2024 where this was shown widely during the duration of the festives in Jewel Changi Airport, following the themes of the desired festive and working closely with the marketing team in Jewel.

01C

GRAPHIC DESIGN: MULTIMEDIA DESIGNS



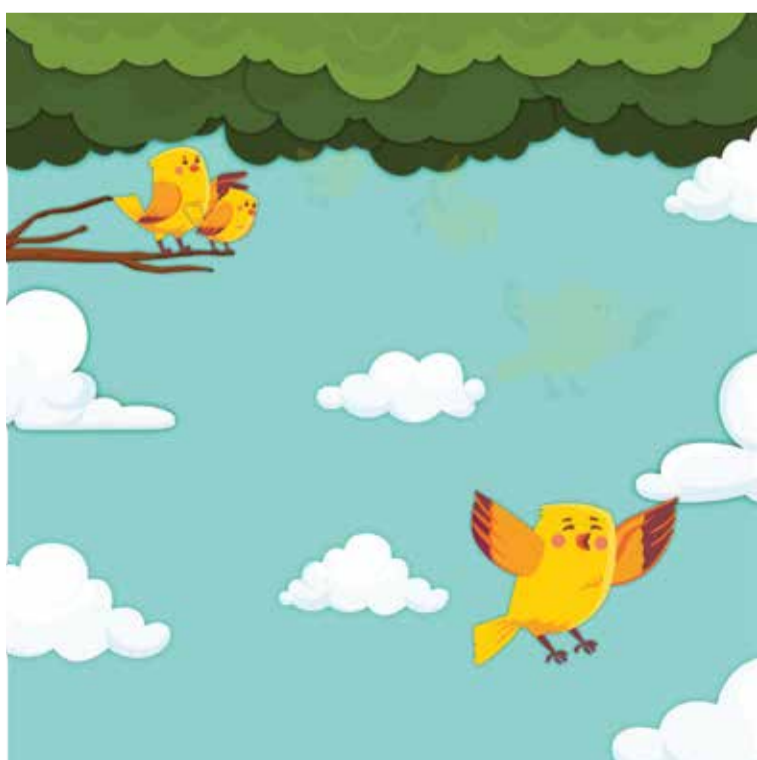
Short Clip showcasing the quote where teaching students that they can have a positive impact on the world will empower a generation that believes that they have a role to play in making the world a better place.

www.instagram.com/tv/CdaITfesxtP/?igshid=YmM0MjE2YWMzOA



Short gif of a castle popping out from the book, showing that reading opens up children's imagination to dream and think big.

www.instagram.com/tv/CamS_gnJeYJ/?igshid=YmM0MjE2YWMzOA



Short clip of a small bird being afraid to fly before taking the step. After a push from Mum, he managed to fly. It shows that Wonderlit is a safe space for children to learn, grow and explore without fear of failing.

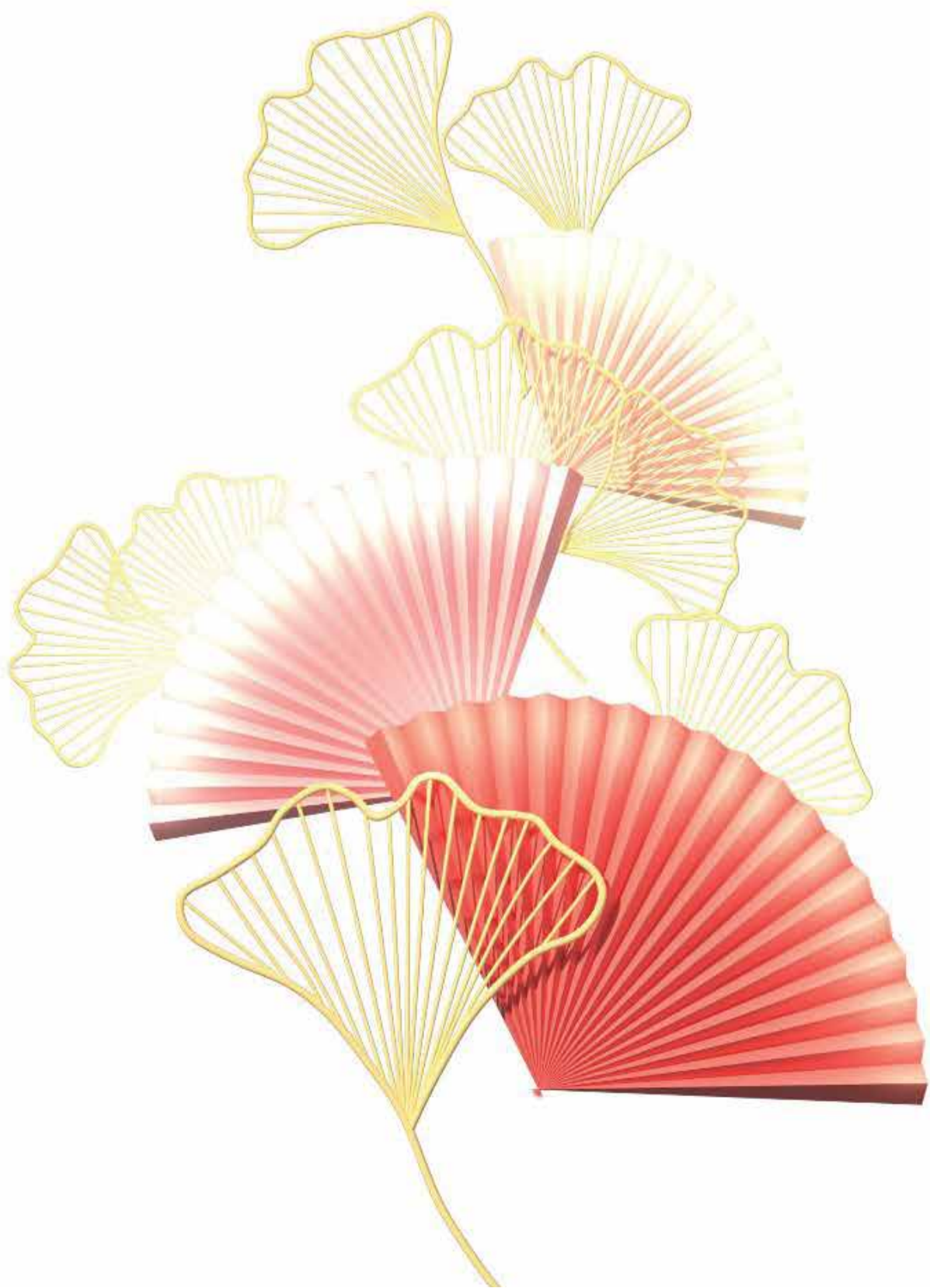
www.instagram.com/tv/Ca4VE8LAW_Q/?igshid=YmM0MjE2YWMzOA

01D

GRAPHIC DESIGN: EVENTS DESIGN



Year of the Dragon Photobooths and Events Center Piece and Prop Designs for the Roaring Dragon Chinese New Year. Some showcasing the dragon and its traditional aspects of CNY while others are blossoming with flowers and Chinese fans. There are also illustrations of possible Zodiac Props for phototaking!









3D Visualisation and Idealisation of a play area for toddlers to play in, with a Tree Slide, a Playhouse Pen, a mossy mound and a motion play witch's pot!

GRAPHIC DESIGN: INFOGRAPHICS

Life beyond the Screen

Unplug for Clarity: Balancing Work and Personal Time

Today's Digital Integration Dilemma
How much time do you spend online?
Online meetings at the comfort of your own home?
Endless work messages outside of working hours?

Majority of our daily life is integrated online, Both work and personal. It might be convenient...
But at what cost?

Misconceptions
Myth: All screen time are the same
Fact: Content, Duration and Interactivity matters
Myth: Affects everyone equally
Fact: Impact varies depending on age, cognitive abilities and content

Negative Impacts
Excessive Screen Time can negatively affect mental health, attention span and memory

Devices and Activity usage
Browsing 10%
Social Media 20%
TV/Videos 35%
Gaming 25%

Passive screen time reduces attention span and cognitive skills

Affecting Memory
36% surveyed reported drop in memory retention due to increased screen time
(American Psychological Association, 2017)

A toll on Mental Health
65% surveyed believed excessive screen time affects their mental health and periodical digital detox will help
(American Psychological Association, 2017)

Ways to Unplug for Clarity

- 1 Track Your Usage**
Being aware of your usage is the first step to set boundaries at work
- 2 Create Tech-Free Zones**
Designate areas free from technology to enhance greater in-person communications
- 3 "Do Not Disturb" Mode**
Set aside screen-free time to minimize distractions from phone notifications

LIFE BEYOND THE SCREEN

UNPLUG FOR CLARITY: BALANCING SCREEN TIME

Today's Digital Integration Dilemma
Integrated deeply into our daily lives, technology continues to advance

Screen time is imminent in both our work and personal lives. Removing it entirely is not an option.

In a 2022 study, 51% of working adults reported an increase in screen time. (Trott et al., 2022)

Finding a balance is key!

Did you know?
Myth: Excessive screen time has no effect on memory retention
Fact: Over-reliance can deteriorate our memory due to under-utilisation
Example: Google is useful, but it reduces the need to remember data
Myth: All screen time affects attention span negatively
Fact: The type of content and interactivity has different impacts
Example: Interactive learning videos may enhance attention positively

Impact of Excessive Screen Time

Studies shows that our average screen time is **FOUR** times more than recommended!
(LeBlanc et al., 2017)

Excessive screen time may lead to:
Decline in cognitive abilities, leading to risk of early dementia
Impairment in concentration and attention capacity
Potential health issues and lower physical fitness

Ways to Unplug for Clarity
Take ownership over your health and find the balance today

- 1 Turn off work email notifications**
during meal times and after a set hour (eg. 8pm) to wind down
- 2 Schedule time for screen-free breaks.**
Enjoy a coffee or tea break without using your phone
- 3 Adopt the 20-20-20 rule.**
For every 20 minutes of screen time, focus on something 20 feet away for 20 seconds

This project was tasked to bring about information about balancing our daily life as well as our screen time. It was approached in a infographic way with information.

GRAPHIC DESIGN: PRODUCT DESIGN

DAISO JAPAN

Overnight Detox
Apply before sleep

FOOT SAPS

リフ足シート

Refreshment from the sole of your foot

Usable in other areas

Comes in Multiple Formulas!





腰に Back 肩に Shoulder ひざに Knee

2 PCS 枚入

Best done before going to bed.



AVAILABLE AT ALL DAISO STORES

Sole Refreshing
Overnight Detox

FOOT SAPS

リフ足シート

Usable in other areas



腰に Back 肩に Shoulder ひざに Knee

Comes in Multiple Formulas!



2 pcs 枚入

DAISO JAPAN



Refreshment
for your sole!

リフ足シート FOOT SAPS



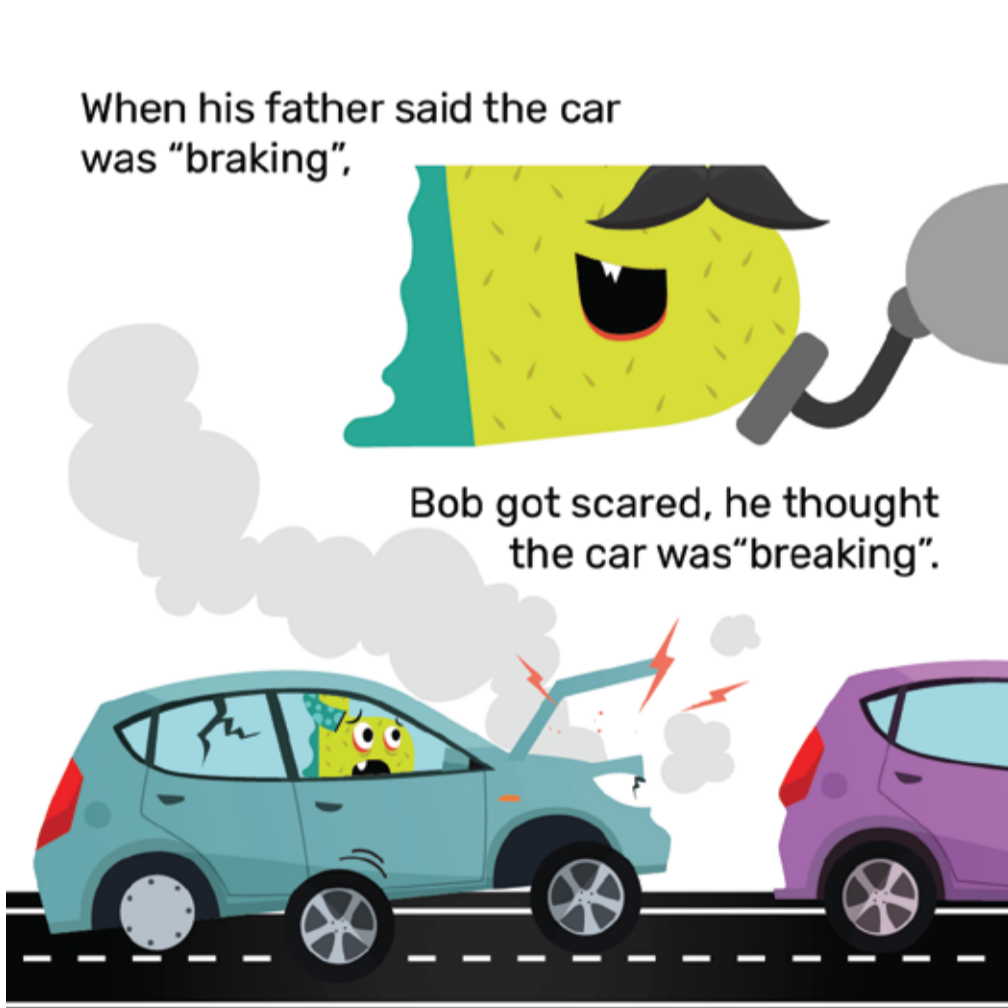
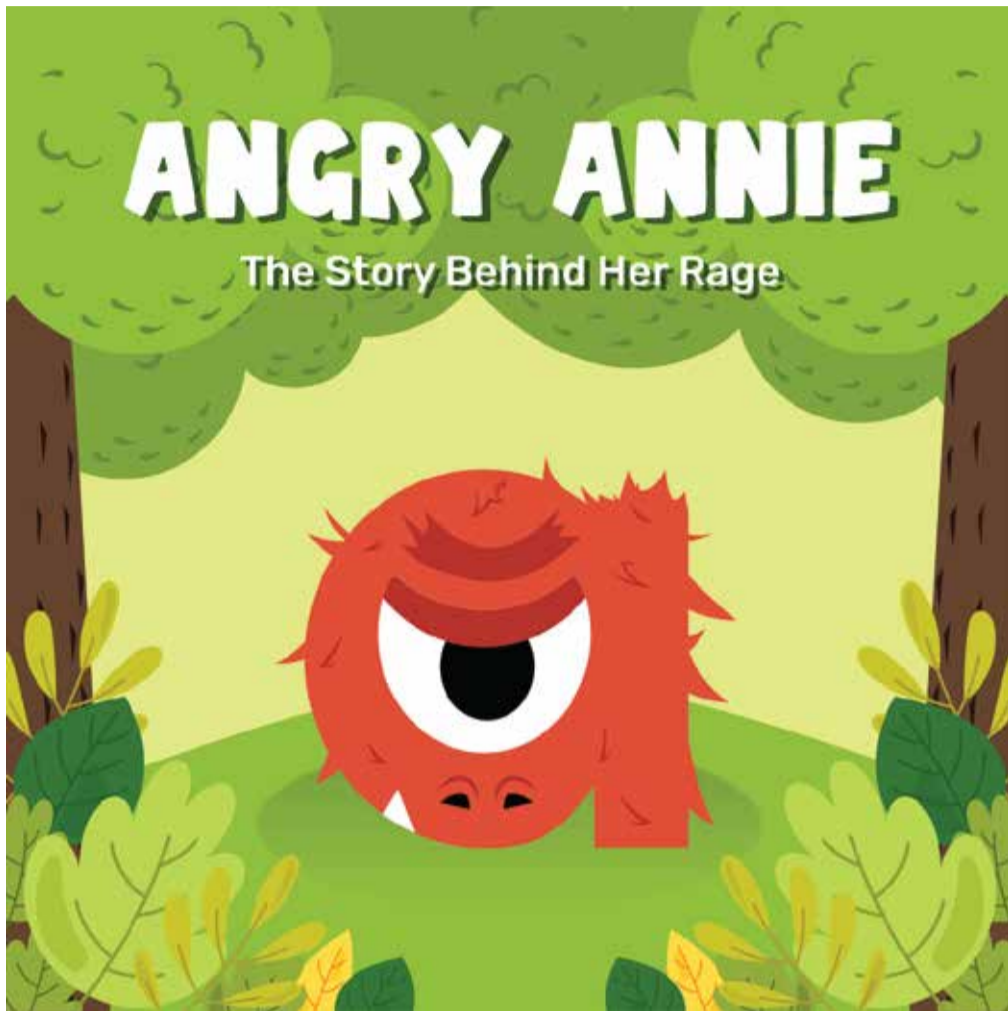
Usable in other areas:



DAISO JAPAN



CHILDREN BOOK ILLUSTRATION



These are Children Book Illustrations done in Adobe Illustrator of cute stories done in a flip book manner with cute illustrations featuring the Lowercase Alphabet Monsters as well as other children books. Before producing the illustrations, I had the opportunity to decide and create on the story/backstory of these children books and they were posted on Instagram for feature and marketing.

Hello, his name is
HENRY



He's quite
SMART



Loves
BADMINTON

and he loves
PETS (Mostly)
That's Latte




and it's about time he did,


**HAPPY HAPPY HAPPY
BIRTHDAY**



A Story featuring Henry by thanking him for being kind and wishing him a Happy Birthday.

A young boy with brown hair, wearing a blue shirt and dark pants, is sitting on the floor. He is holding a small red gift box with a yellow ribbon. He is surrounded by several other wrapped gifts in various colors (green, pink, blue, purple). In the background, there is a decorated Christmas tree with yellow garlands and colorful ornaments. To the left, there is a blue fireplace with a fire burning inside. A green wreath with a red bow hangs above the fireplace. The scene is set in a living room during Christmas.

Aquilo was a guy who likes receiving gifts from Santa during Christmas

A young boy with brown hair, wearing a blue coat and dark pants, is running away from a large, two-story house. He is holding a small Santa Claus doll in his right hand and a piece of paper (a map) in his left hand. The house has a white roof and a chimney. The background is a dark night sky with green pine trees. The scene is set in a snowy landscape.

He felt angry and he left the house with his santa doll and a self drawn map of the North Pole.

A Story about a kid, Aquilo who ran away from home in search of Santa after finding out his parents sneaked the gifts on the Night of Christmas Eve and lied about Santa all these years.

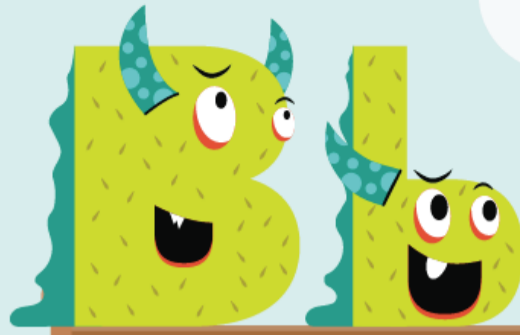


Branding Design done for both Wonderlit and Our Art Studio in Adobe Illustrator. I had the opportunity to create the lowercase alphabet for the company which are then used in the Speech and Drama classes. I designed the lowercase alphabets based on the same font, existing Uppercase Monsters and remain their personality in the design. These are then used for Children Book Backstory that are posted in Instagram for feature. Designed the OAS Facebook banners for the online marketing as Covid hit then and had to transfer promoting to online customers.

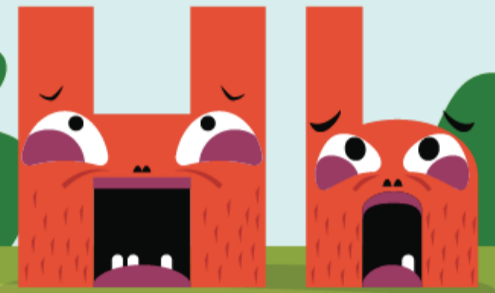
Angry Annie



Bemused Bob



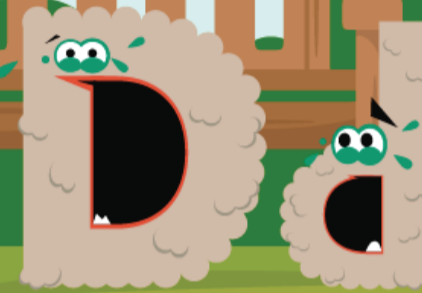
Hysterical Harry



Calm Catie



Distraught Dan



Elated Emma



Frustrated Fin



Gleeful Gabby



OUR ART STUDIO @ PLQ

ART SUPPLIES & CLASSES

TRIAL CLASSES

from *\$50 MATERIALS PROVIDED

OUR ART STUDIO

OURARTSTUDIO.COM.SG

OUR ART STUDIO

SG's Leading Educator of ART

OURARTSTUDIO.SG

OURARTSTUDIO.COM.SG

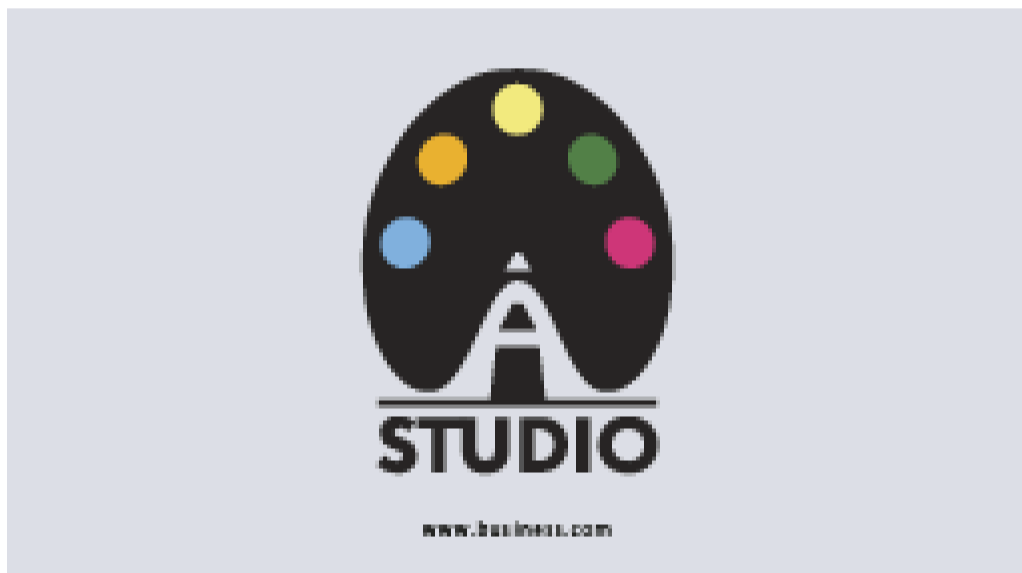
04A

LOGO DESIGN: THE ALCHEMIST CODE

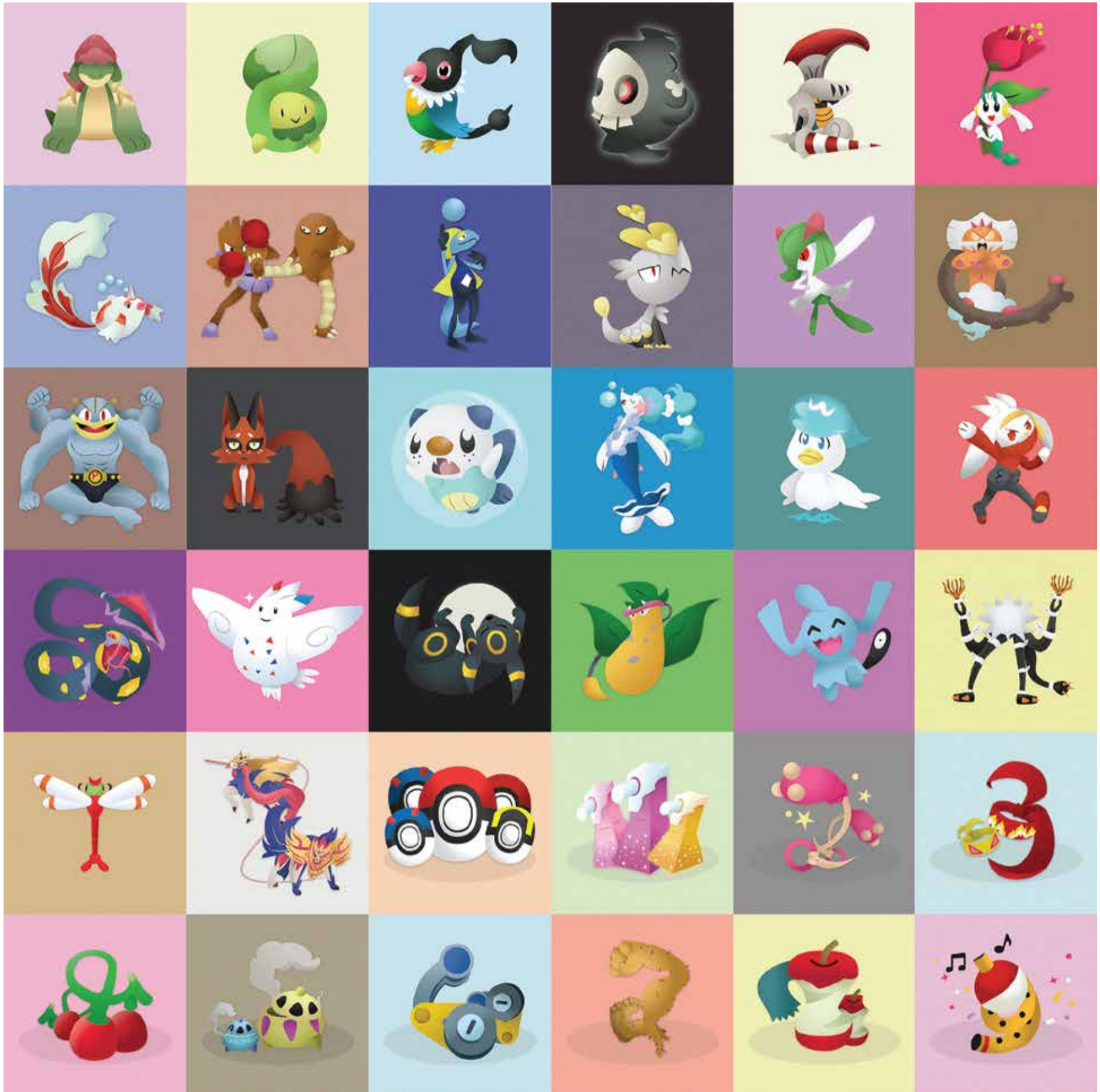


Logos are created and localised for player events in The Alchemist Code.

LOGO DESIGN: LOGO REBRANDING



Tasked to come up with a Logo for my previous company, Our Art Studio to keep the personality of the old logo and making it more simplified and modern!

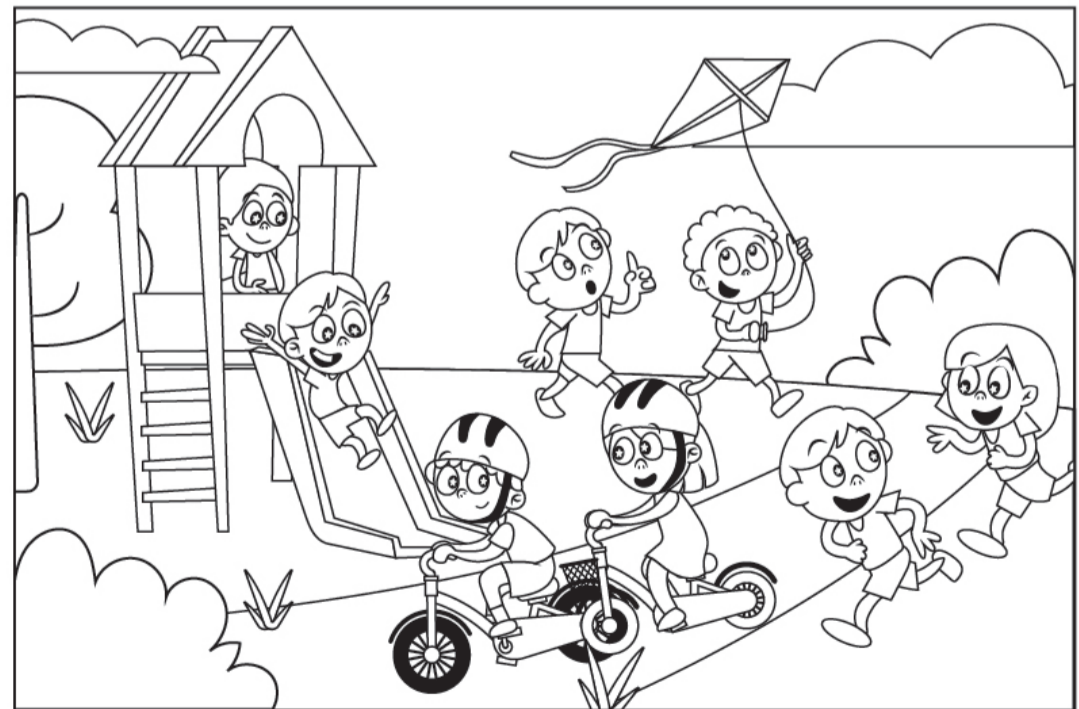
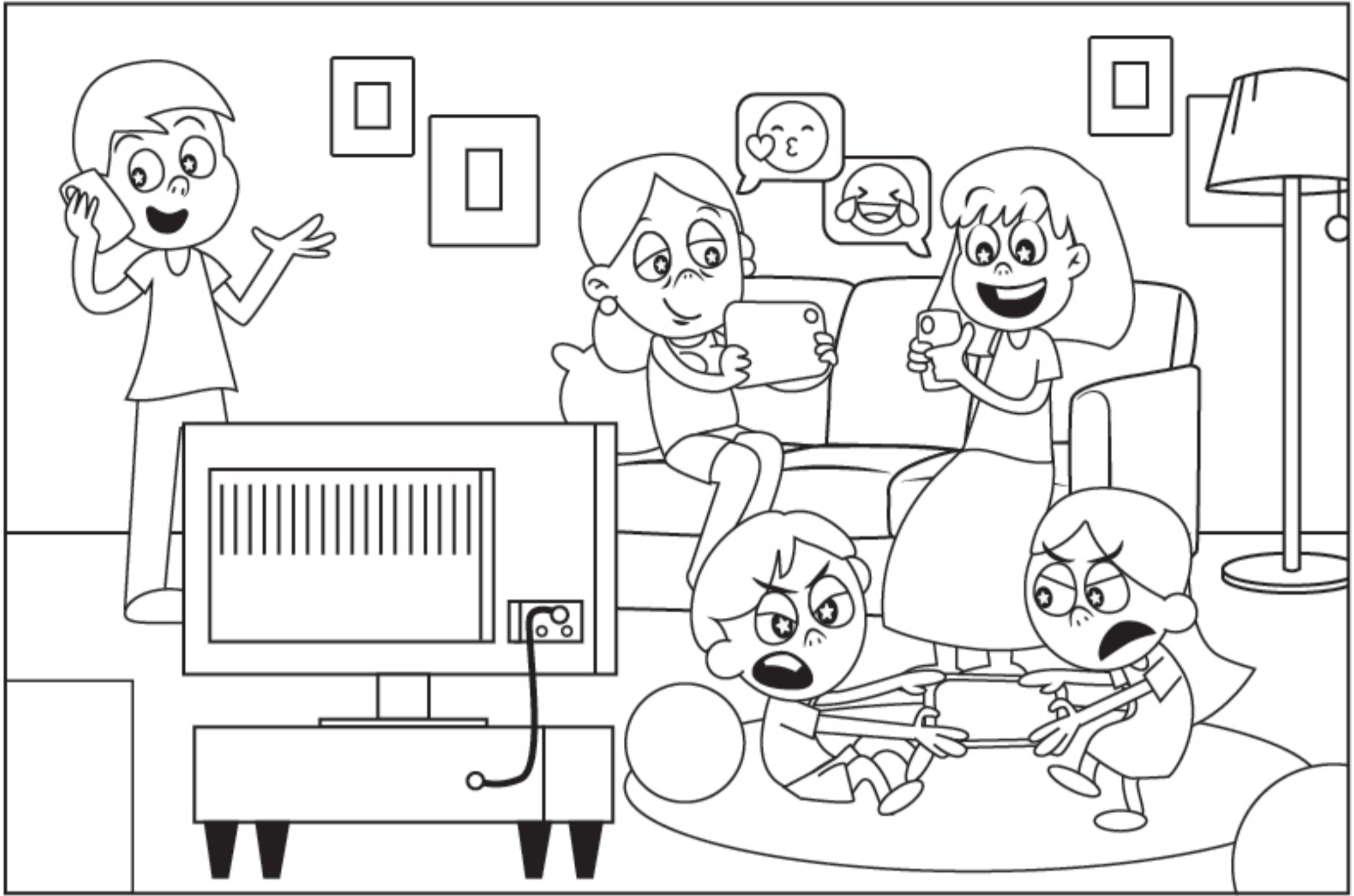


This project was done by participating in the project "36 Days of Type". I decided to go with Pokemon for the theme of the Project. The Pokemons are either shaped or posing in each of the alphabet. Elements such as Usage of Textures and Simple shapes and colors were applied in this project. This was also worked under a tight deadline as it is produced and posted artwork a day. They were all created in Adobe Illustrator.



These Mascots were created for the June Holiday Workshops for each individual





These are illustrations done for Primary 1-3 for students to spark creativity in their minds and to speak up about what is in the picture.



These are some icons used in The Alchemist Code in the shop as currency or as a bundle to purchase.

3D MODELLING AND RENDERING

3D Modelling and Rendering works are all done in Autodesk Maya and Zbrush. These works showcase my modelling skills as well as rendering skills in Hard Surface Modelling or Character Modelling.



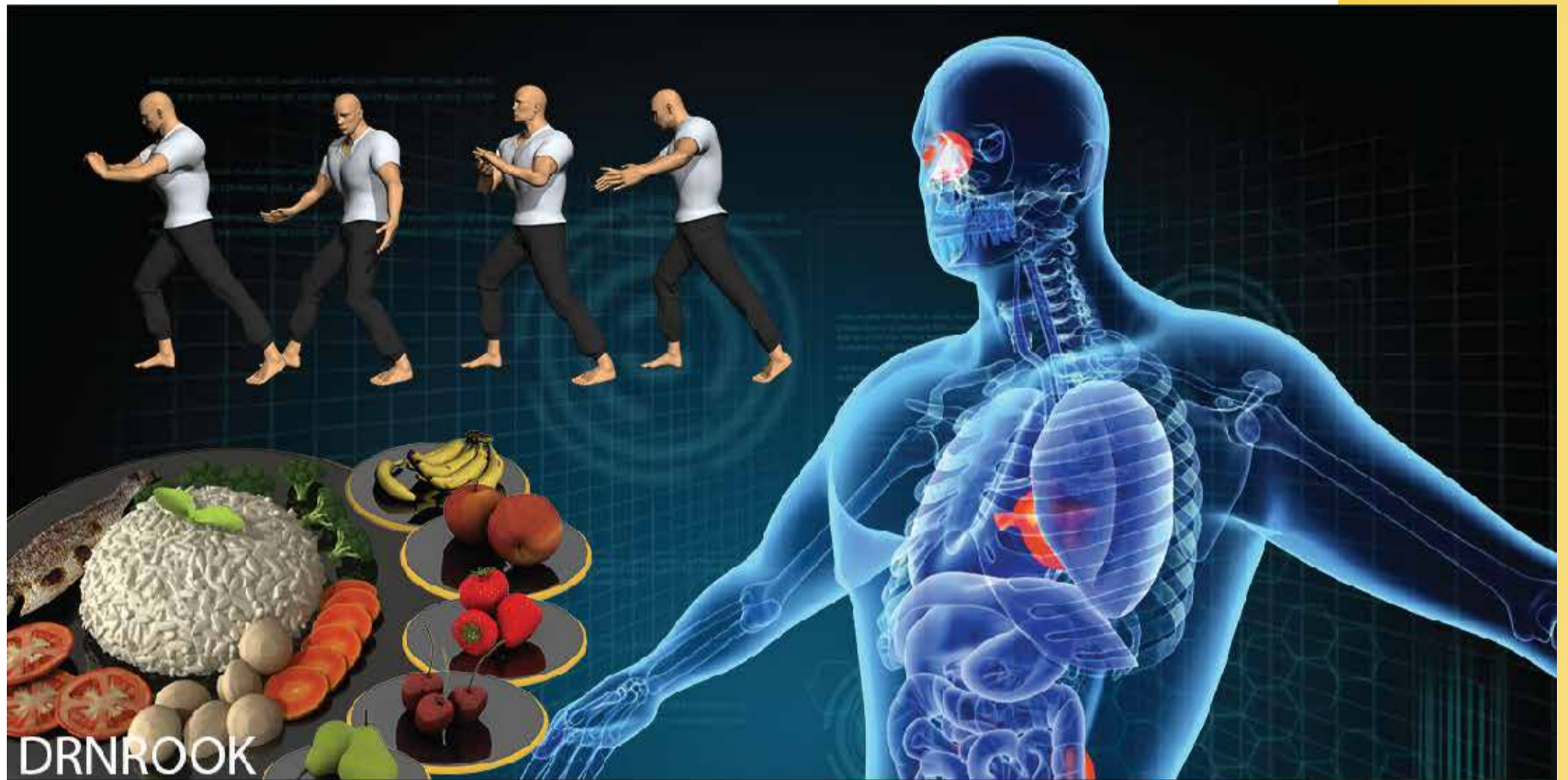
Darren Tan Hong Cheng
DVE46



Darren Tan Hong Cheng
DVE46







DRNR00K

**PREVENTION,
IS BETTER THAN CURE**

Diabetes is a rising threat in Singapore especially among the youths. In this video, you will know how you can take care of yourself by eating the right food and exercise, and prevent diabetes altogether.

FRUITS
APPLE
ORANGE
BANANA
GRAPE
MANGO
PINEAPPLE
PEACH
POMELO
STRAWBERRY
TOMATO

EXERCISE
TAI CHI

NANYANG POLYTECHNIC IN ASSOCIATION WITH THE GOOD LIFE AND MEDIACORP PRESENTS
PREVENTING DIABETES PRODUCED BY JACQUES FRETU AND ZOLTAN POBONJLI
 WRITTEN, STORYBOARDING, MODELING, TEXTURING, LIGHTING, RENDERING, ANIMATING, MOTION GRAPHICS BY
 VALENTINO A. EVAN, SIMWANJHI MUHD IRFAN, S. BHUPRANJAIN
 DARREN TAN HONG CHENG AND LOH CHUAN TING TRISHA

DVD VIDEO SIDM NYP NANYANG MEDIACORP the good life

LANGUAGE	AUDIO	SUBTITLES	VIDEO
ENGLISH	STEREO	ENGLISH	16:9 SINGLE LAYER



The following content may contain elements that are not suitable for some audiences. Viewer discretion is advised.
 The characters and events depicted in this DVD are purely fictional. Any similarity to actual persons, living or dead, is purely coincidental.



PREVENTING DIABETES

PREVENTING
DIABETES

DVD VIDEO 568067

