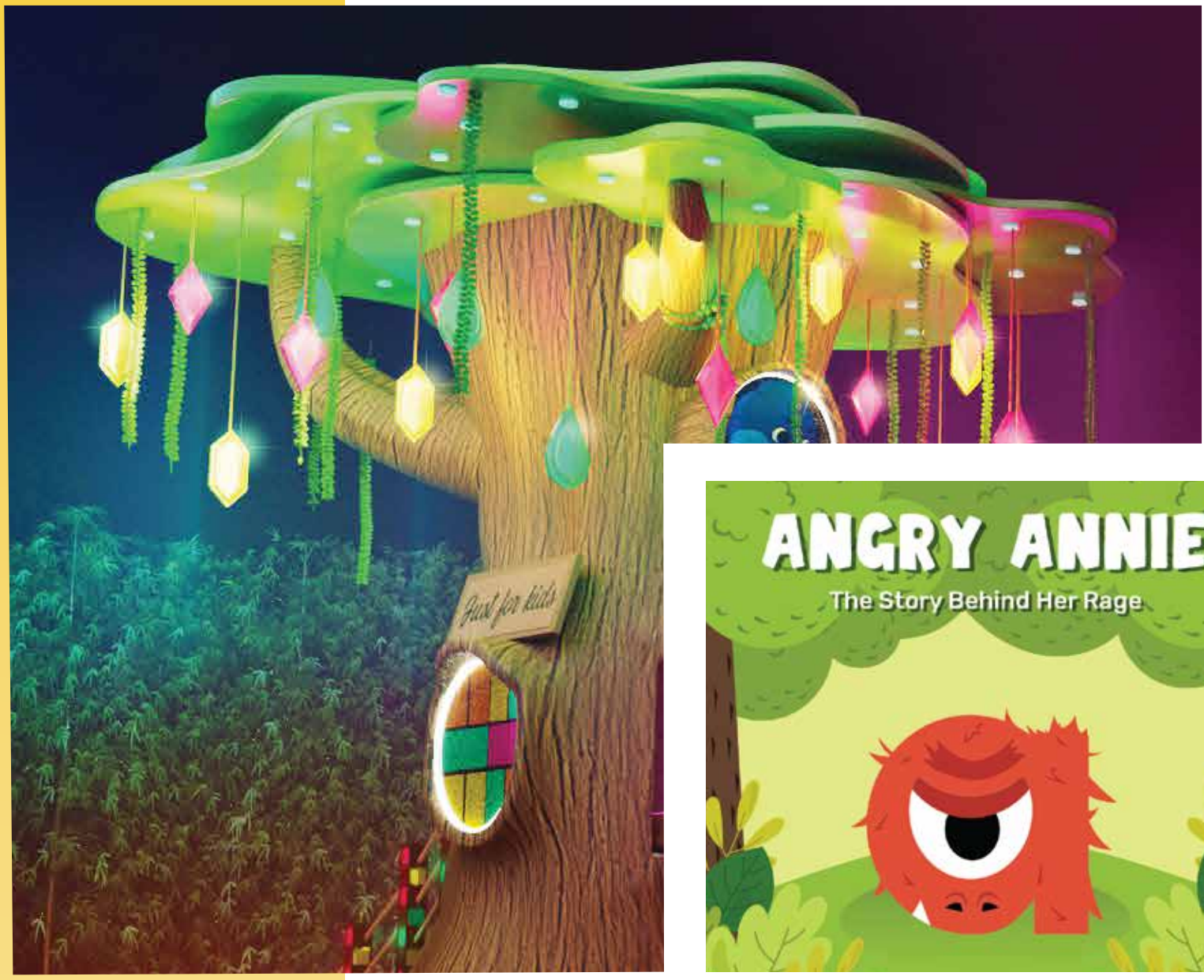
PORTFOLIO



DARREN TAN

GRAPHIC DESIGN (2018-2024)

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

ILLUSTRATOR

PREMIERE PRO

AFTER EFFECTS

INDESIGN

AUTODESK MAYA

3D BLENDER

01A

GRAPHIC DESIGN: GACHA/SHOP BANNERS

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

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

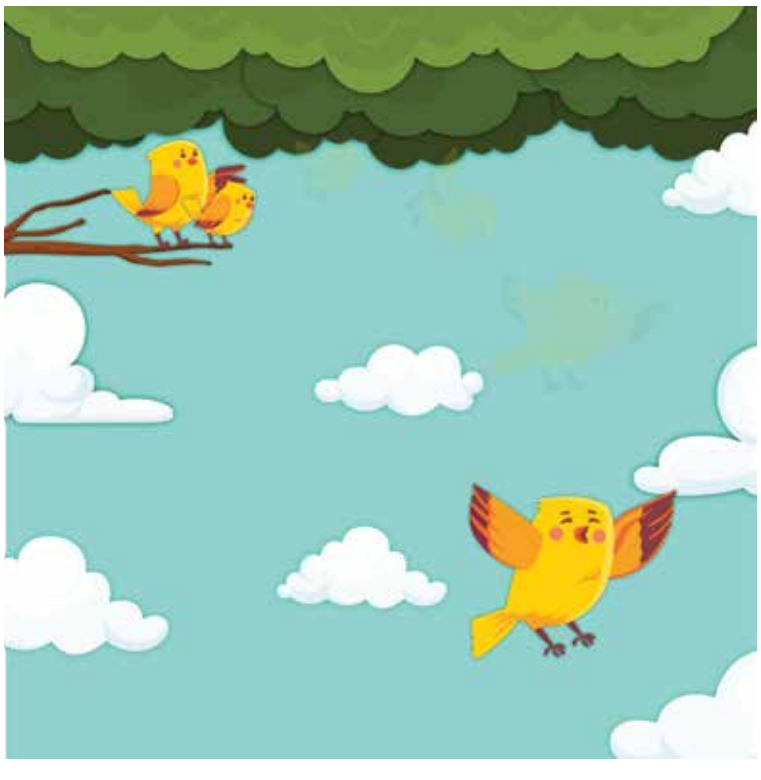
GRAPHIC DESIGN: MULTIMEDIA DESIGNS

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/CdalTfesxtP/?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 it's traditional aspects of CNY while others are blossoming with flowers and chinese fans. There are also illustrations of possible Zodiac Props for phototaking!

龙年大吉

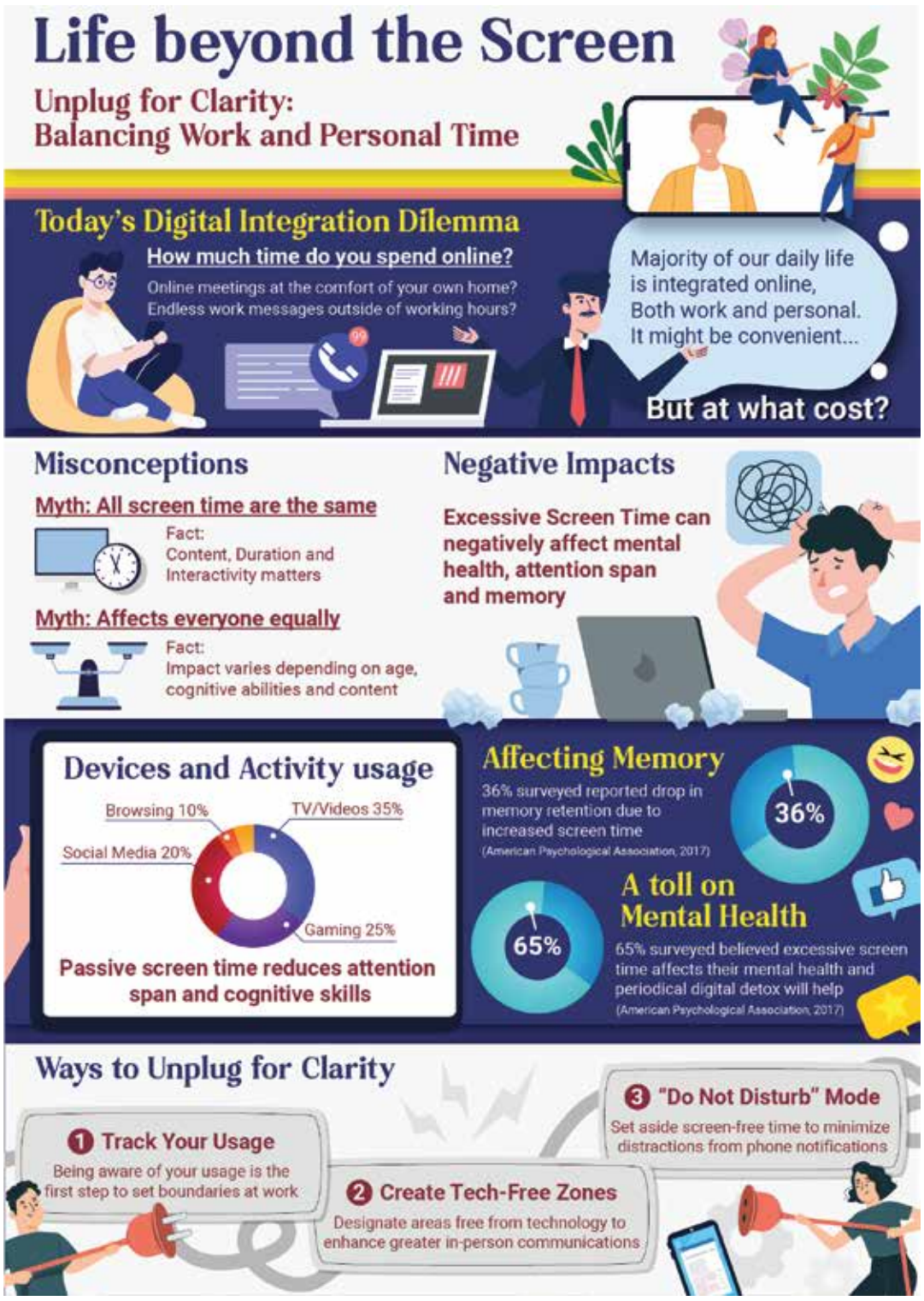
星光闪烁迎新岁

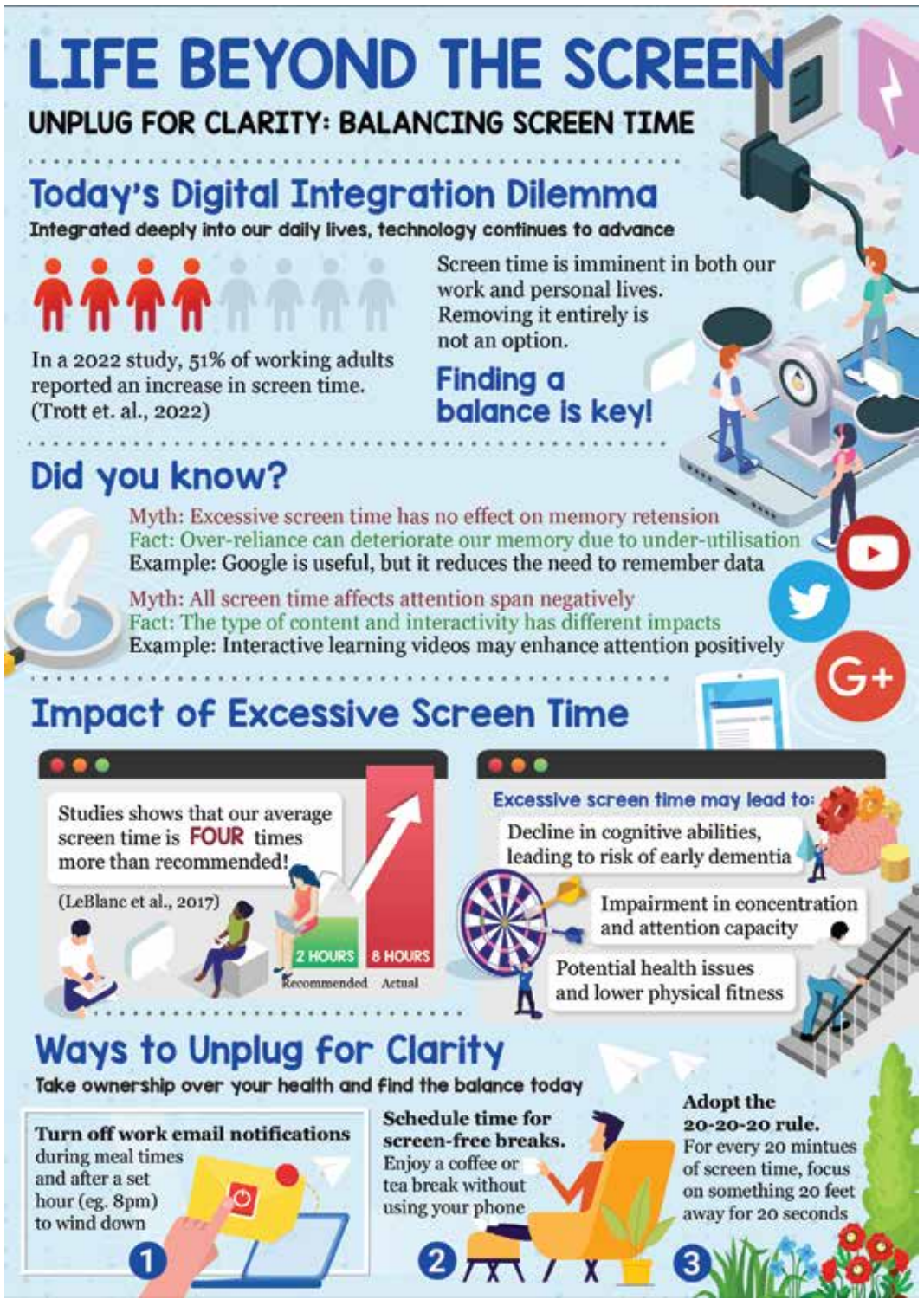
春
联
星
耀

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!

01E

GRAPHIC DESIGN: INFOGRAPHICS





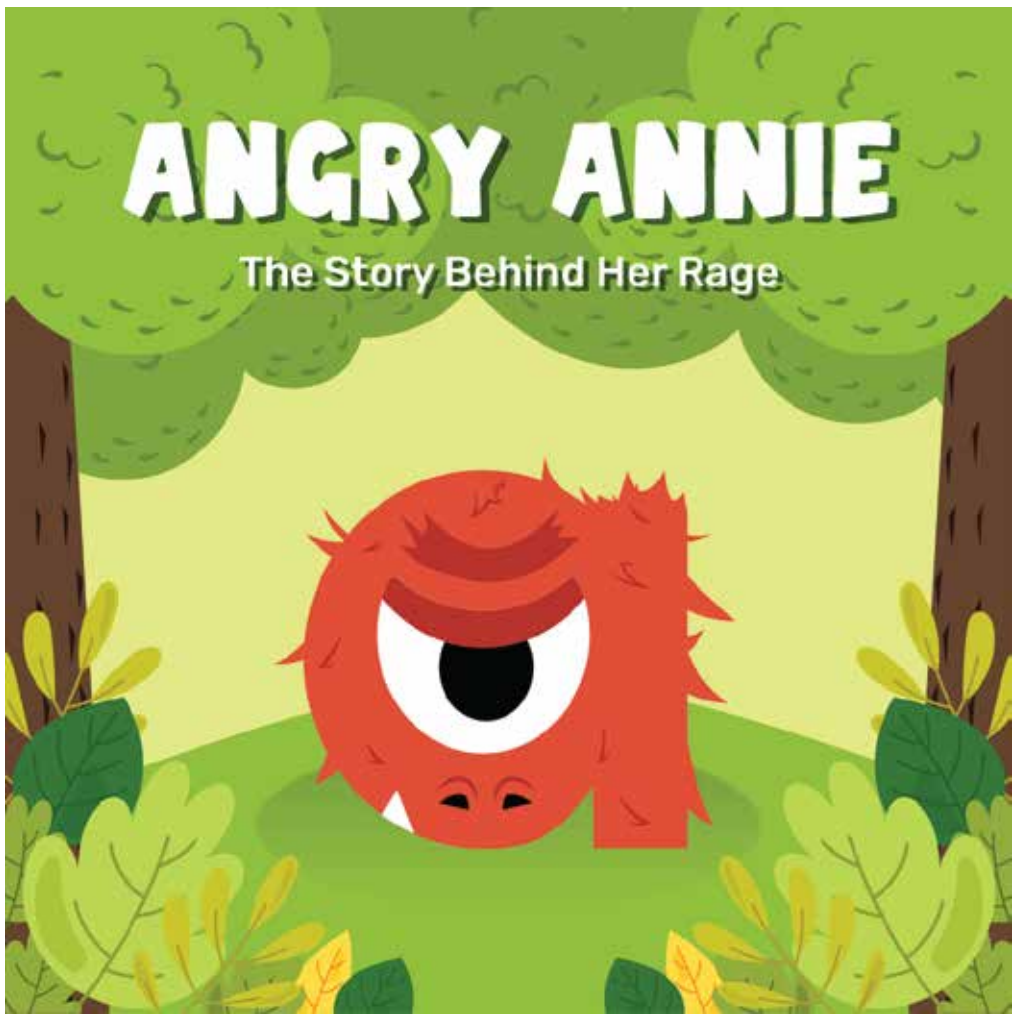
This project was tasked to bring about information about balancing our daily life as well as our screen time. It was approached in a infographic way with information.

01F

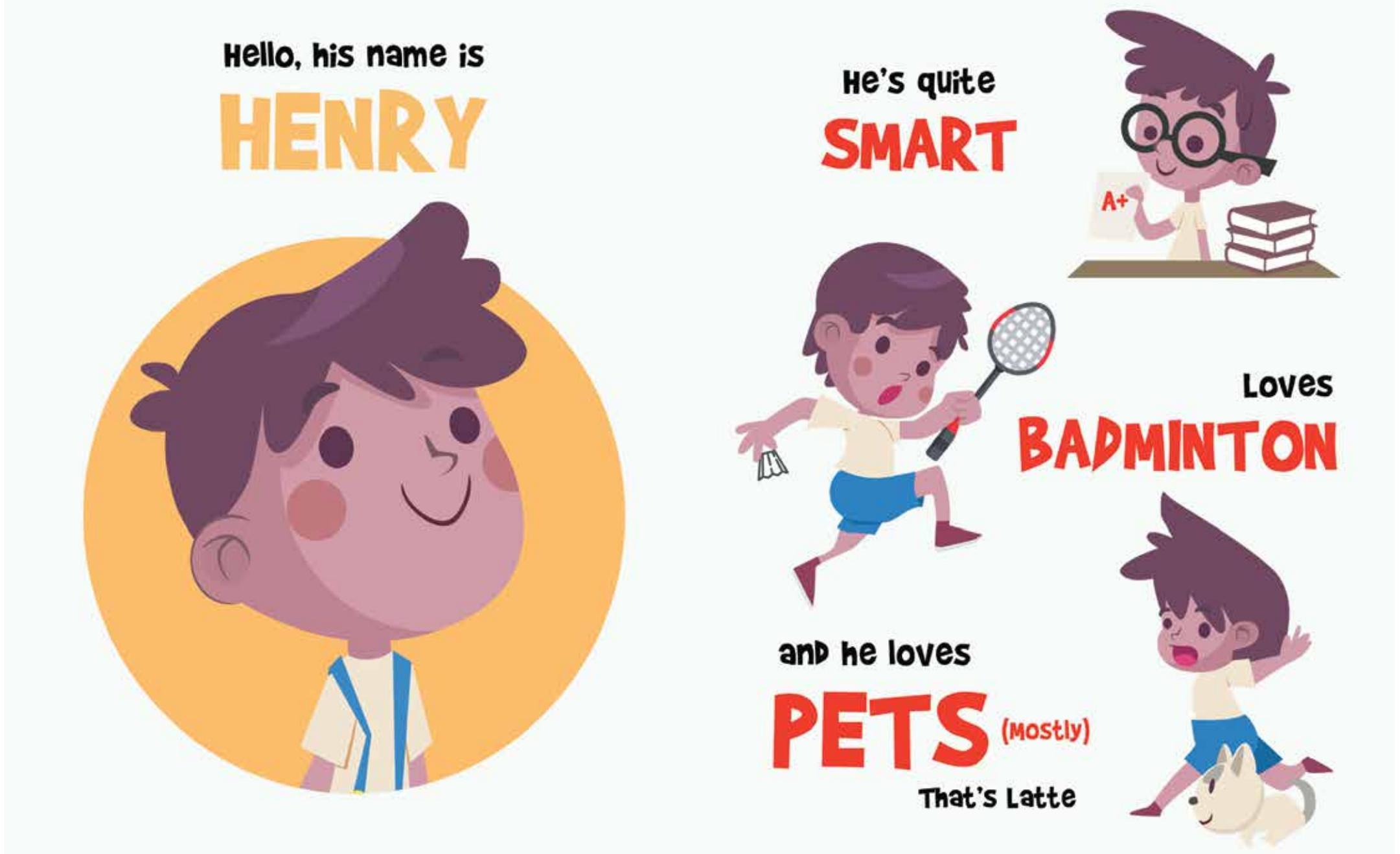
GRAPHIC DESIGN: PRODUCT DESIGN

02

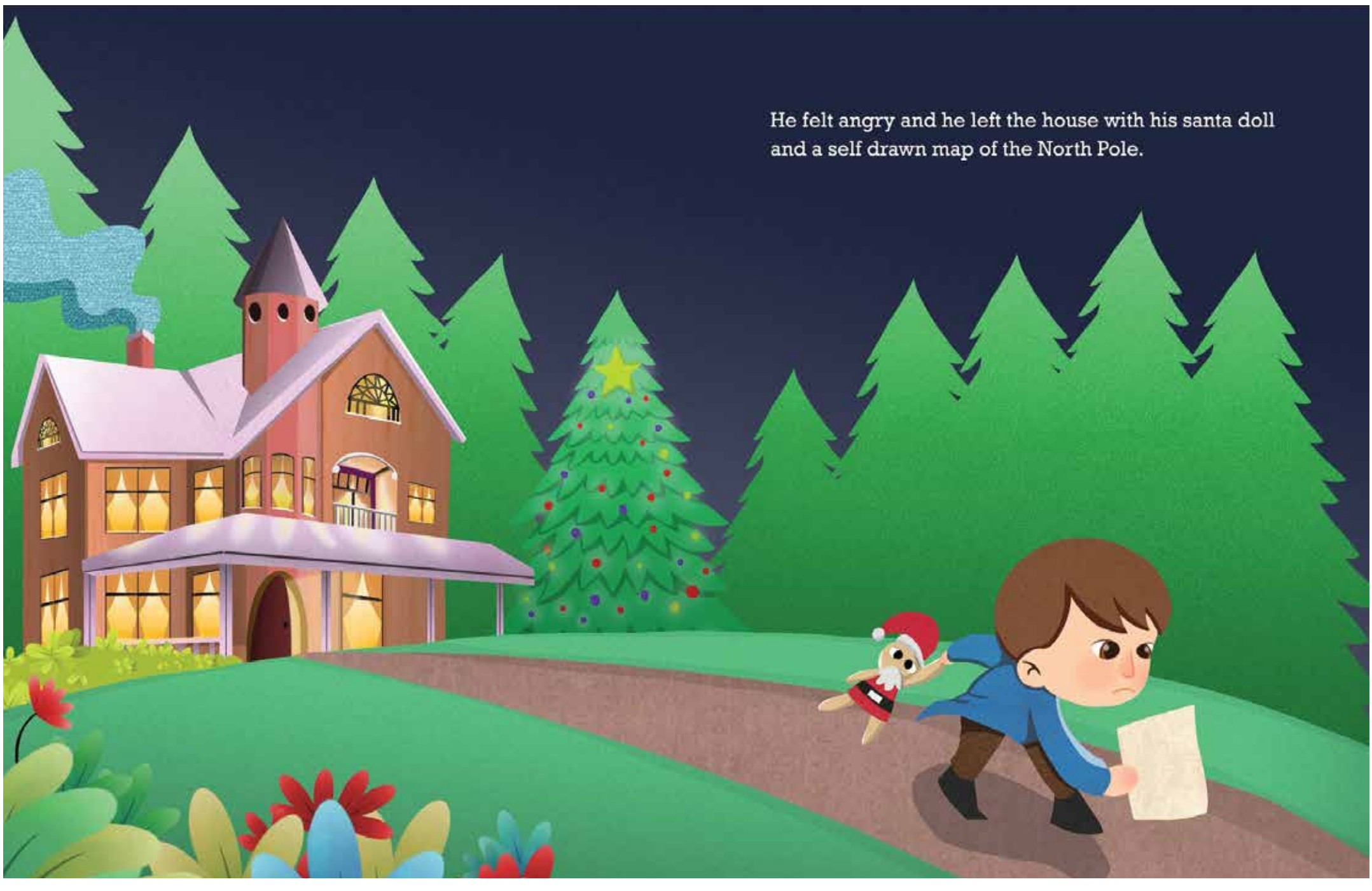
CHILDREN BOOK ILLUSTRATION



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.



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



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.

03 BRANDING & IDENTITY

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

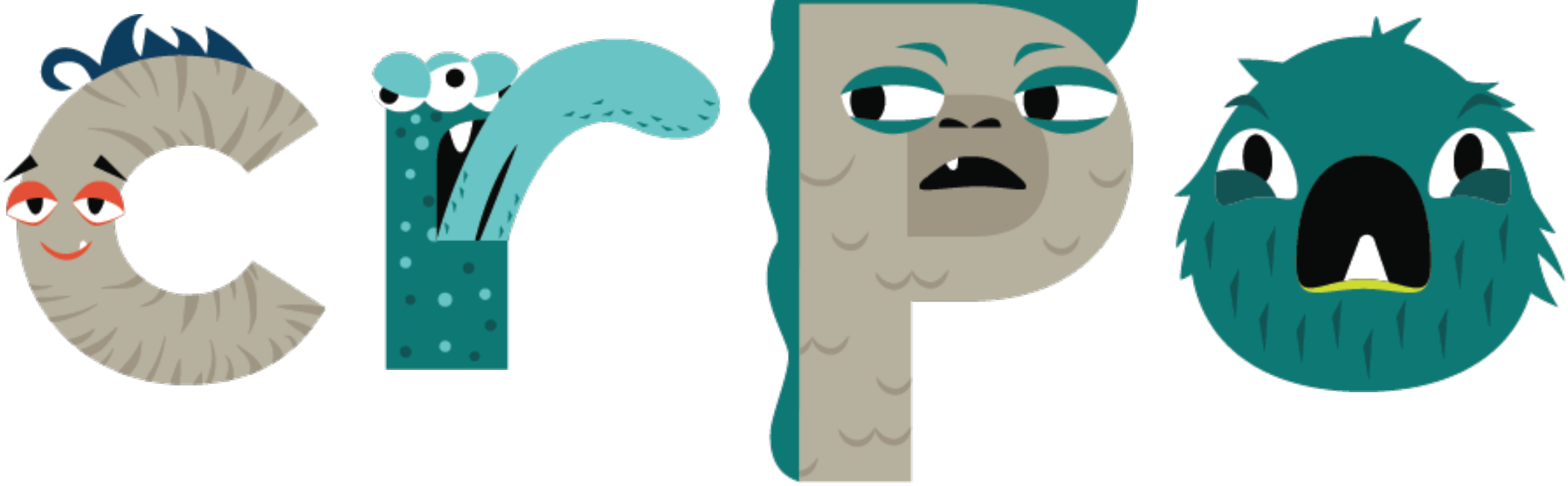
Distraught Dan

Calm Catie

Elated Emma

Frustrated Fin

Gleeful Gabby



04A

LOGO DESIGN: THE ALCHEMIST CODE

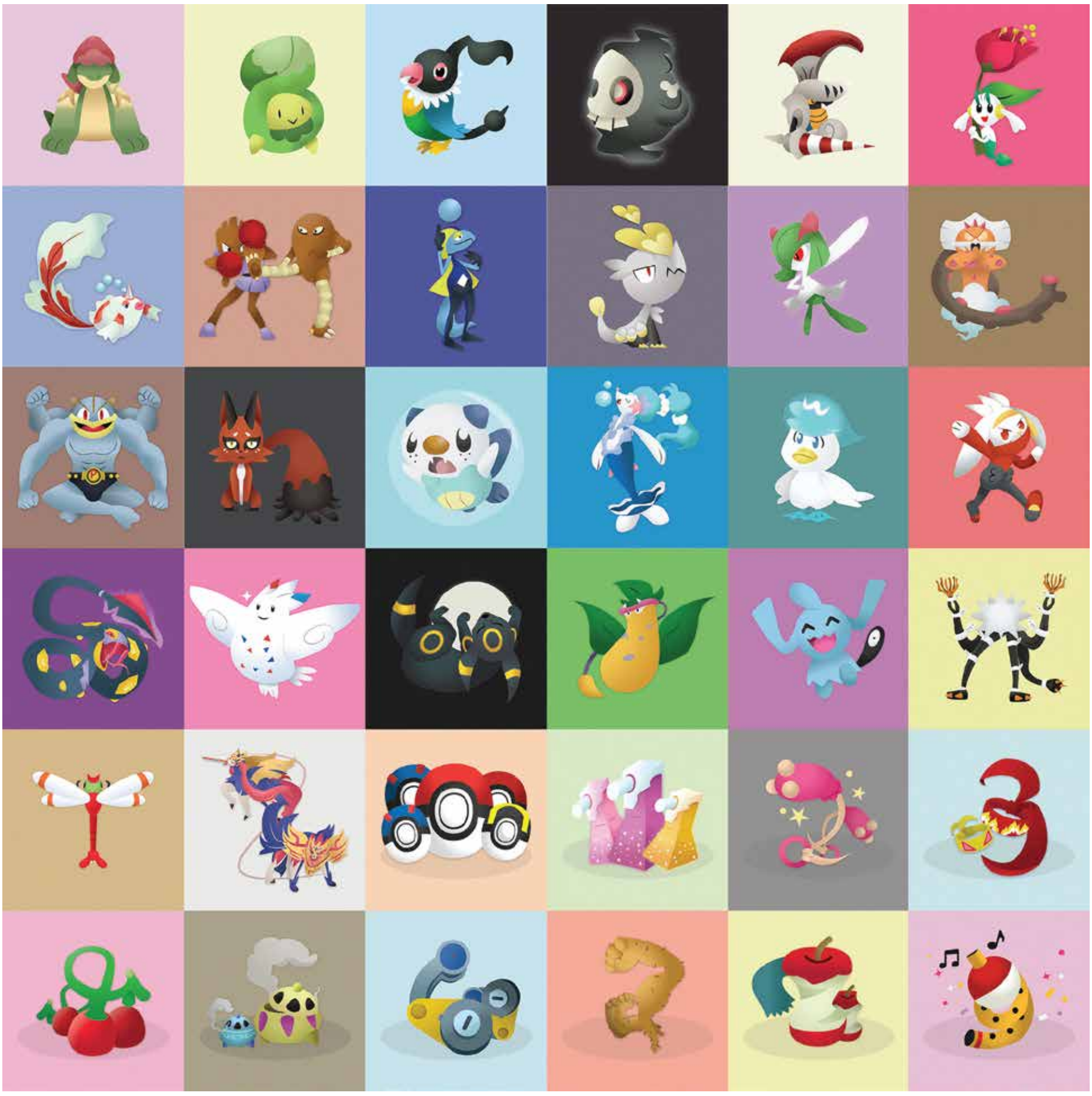
Logos are created and localised for player events in The Alchemist Code.

04B

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!

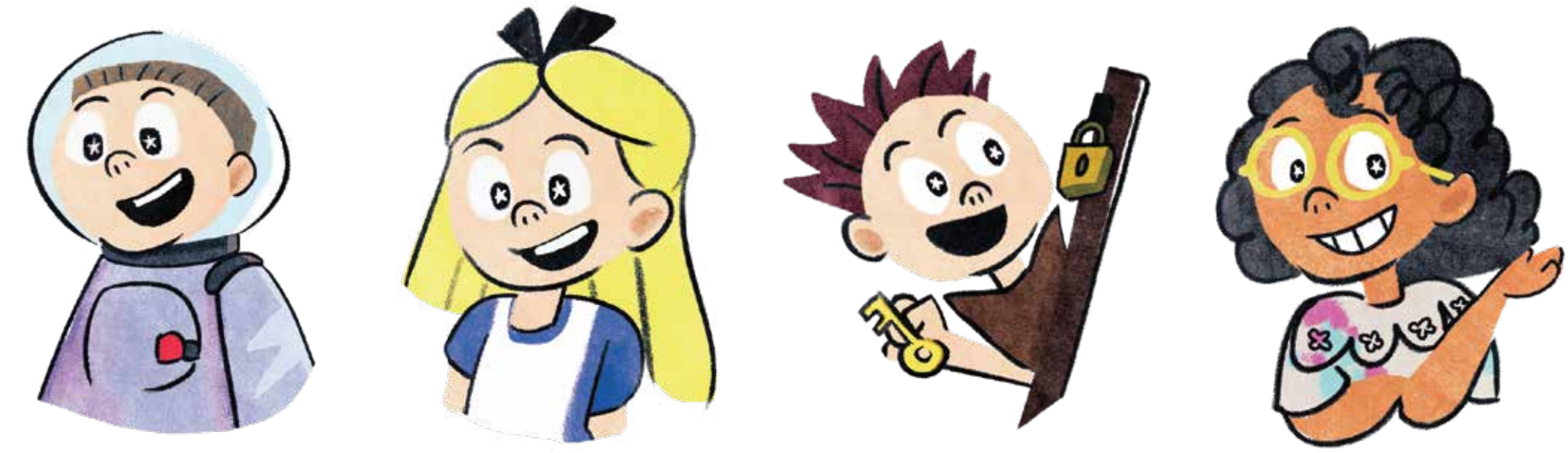
05 TYPOGRAPHY



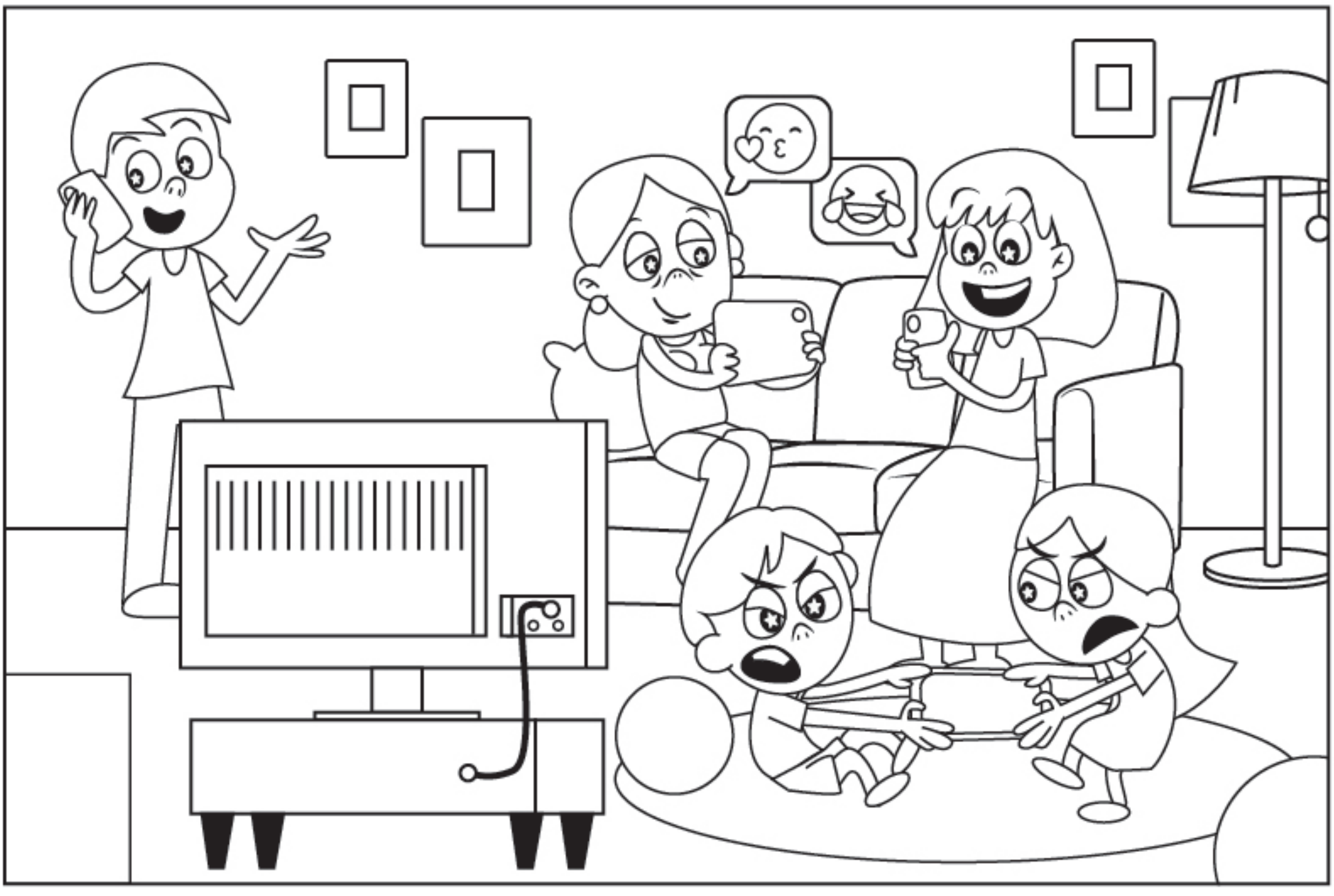
This project was done by participating in the project “36 Days of Type”. I decided to go with Pokemon for the theme of the Project. The Pokemons are either shaped or posing in each of the alphabet. Elements such as Usage of Textures and Simple shapes and colors were applied in this project. This was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

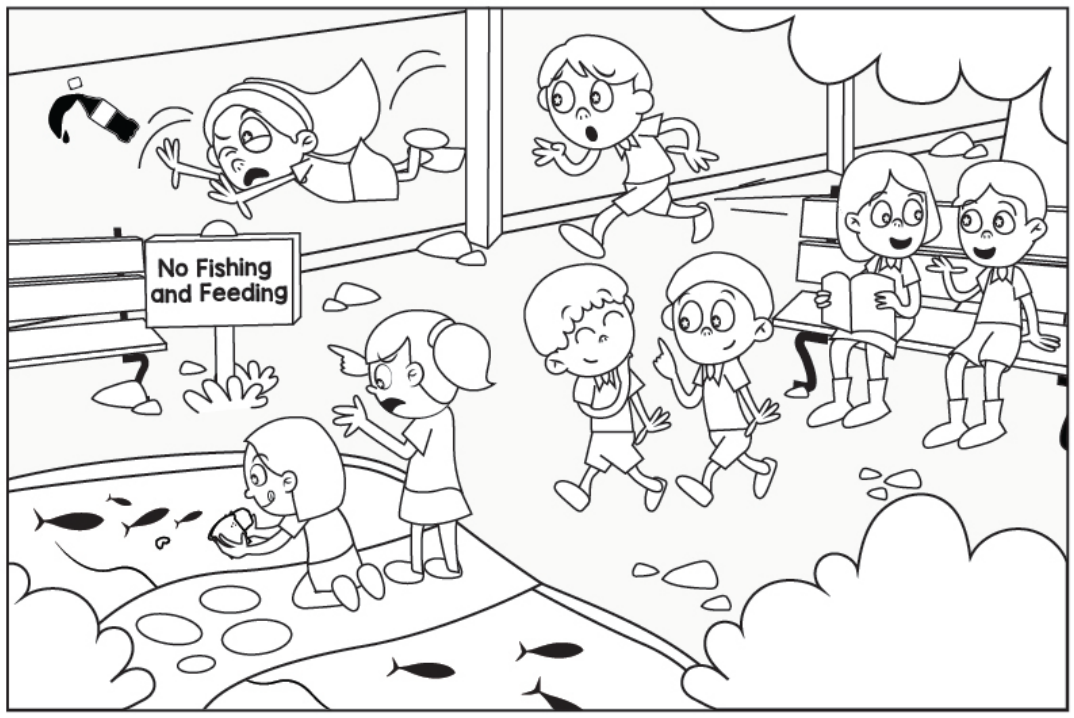
06

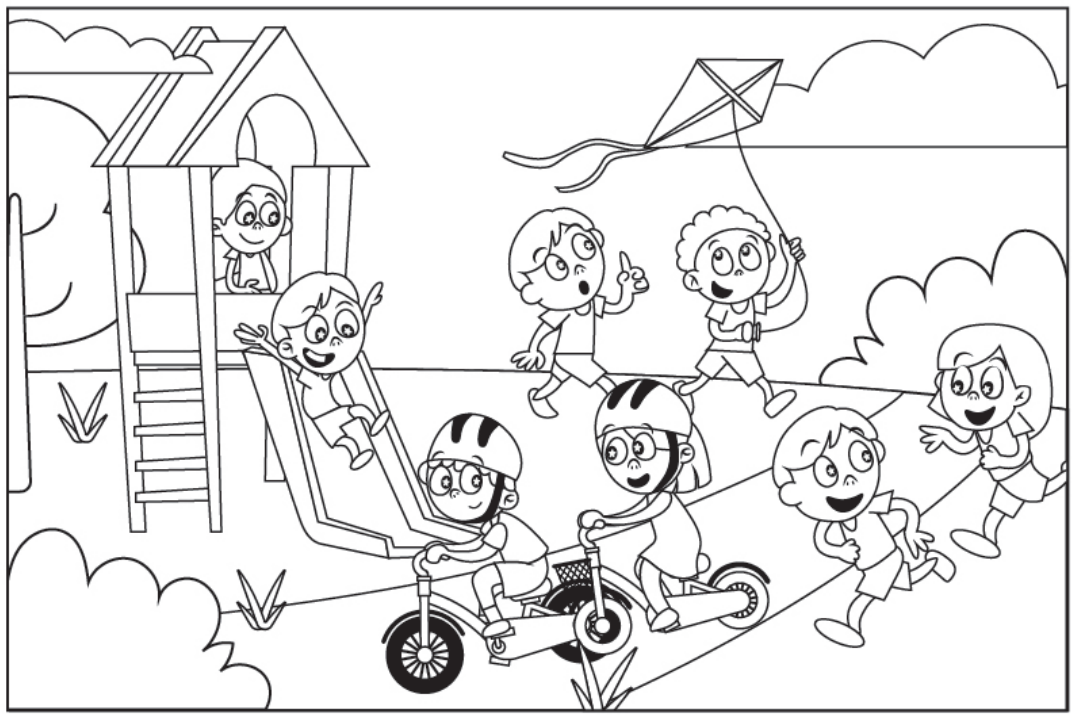
ILLUSTRATIVES



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.

10

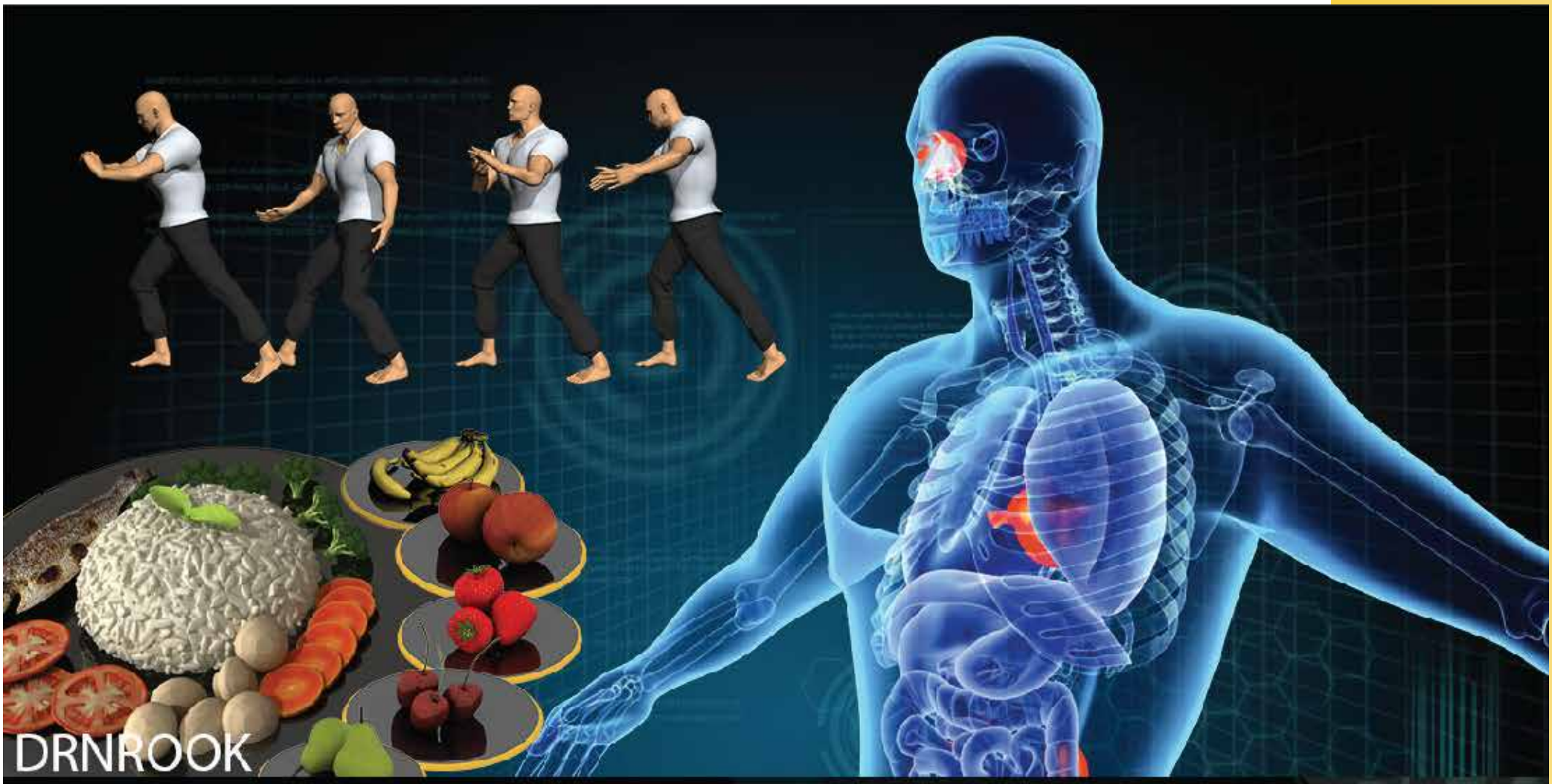
3D MODELLING AND RENDERING

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

ERP

ENVIROCARE



NANYANG POLYTECHNIC IN ASSOCIATION WITH THE GOOD LIFE AND MEDIACORP PRESENTS

PREVENTING DIABETES PRODUCED BY JACQUES FRETY AND ZOLTAN POGONJI

WRITTEN STORYBOARDING MODELLING TEXTURING LIGHTING RIGGING ANIMATING MOTION GRAPHICS BY

VALENTINO A EVAN SIMWANDHI MUDH IRFAN B GHUFRANUDIN

DARREN TAN HONG CHENG AND LOH CHUAN TING TRISHA

DVD VIDEO | SIDM | 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.

9 788679 912077

PREVENTING DIABETES

PREVENTING

DIABETES

DVD VIDEO
5680037

酷KOL
LIVE