



# Natalie Tan

## Creative Lead | Brand Systems & Digital Experience

Creative Lead with 15+ years across SaaS, digital, hospitality, & global agencies. Known for building brands from the ground up: from identity & design systems to campaigns, content, & the teams that deliver them. Ability to own full creative scope, from strategy & concept through to execution.

- Nationality** Singaporean
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## QUALIFICATIONS

Mar 2015 – May 2016

**BA (Hons) - Graphic Design**  
University of West of England (UK) via  
First Media Design School (SG)

Jul 2004 – Sep 2007

**Diploma - Multimedia**  
Nanyang Academy of Fine Arts

Jan 2002 – Dec 2003

**G.C.E. Advanced Levels**  
St. Andrew's Junior College

## SKILLS

**Leadership & Operations**

team leadership, cross-functional collaboration, project management, stakeholder management, remote team operations, workflow & asset management

**Marketing & Strategy**

brand strategy, brand guardian, digital & print campaigns, content marketing, copywriting & tone of voice, market research, campaign performance tracking, social media

**Creative & Brand**

art direction, brand identity & refresh, campaign development, design systems, visual storytelling, typography, layout, print production

**UX & Web**

ux/ui design, wireframing & prototyping, front-end development (html, css), e-commerce (ux + build)

**Content Production**

photography, photo editing, videography, video editing & post-production

**Tools**

figma, adobe cc (ai, ps, id, pr, ae, lr), asana, jira, confluence, notion, google workspace

## CREATIVE LEAD (BRAND & MARKETING)

**TIME DOCTOR** Global SaaS Feb 2023 – Aug 2025 2y 7m

Directed the company-wide brand refresh to reposition Time Doctor for enterprise customers, evolving its visual identity, brand voice, and design system.

Drove UX direction for website architecture and key conversion flows in partnership with Product and Engineering.

Managed an in-house and outsourced team of designers, developers, and video editors across multiple time zones.

Partnered with Marketing, Product, and Sales leadership to ensure brand consistency across all channels.

Oversaw development of marketing assets: website redesign, sales collateral, enterprise pitch decks, and Running Remote sub-brand guidelines.

Established scalable workflows and asset repositories (Figma, Confluence, Google Drive) to improve global team efficiency.

Guided copywriting style and tone to align visual and verbal brand identity.

## FOUNDING PARTNER & ART DIRECTOR

**PRELUDIO** Hospitality Brand & Fine Dining Concept Aug 2018 – Jan 2022 3y 6m

Co-founded and launched a fine-dining restaurant brand from the ground up, spanning business strategy, operations, and brand direction.

Led end-to-end brand identity and experience design across digital, physical space, menus, packaging, signage, and marketing.

Designed and built a custom e-commerce website for home delivery, applying UX and UI principles to ordering and checkout flows.

Owned content creation including photography, videography, post-production, and copywriting for digital and traditional channels.

Developed and led the "Tough Time Tickets" initiative, creating the full e-commerce system, digital campaigns, partner recruitment, and social presence.

## DESIGN & MARKETING MANAGER

**THE RED DOOR GROUP** Hospitality Group Nov 2016 – Jul 2018 1y 9m

Led creative direction and production of websites, email campaigns, photography, videography, and digital campaigns for multiple F&B brands.

Managed brand presence and visual consistency across digital platforms.

Collaborated with internal stakeholders to align marketing outputs with business objectives.

## SENIOR DIGITAL DESIGNER

**W3 - O** Creative Agency Mar 2013 – Jul 2015 2y 5m

Created digital campaign concepts and executions for global brands including Canon, Sony, Essilor, SSI Schaefer, NTT Communications, and LEO Pharmaceuticals.

Designed interactive web experiences, landing pages, and digital ad units.

Collaborated with creative, strategy, and production teams from concept to delivery.

## WEB DESIGNER

**LIFEBRANDZ** Hospitality & Lifestyle Group Jun 2010 – Nov 2012 2y 6m

Designed and built websites for hospitality and lifestyle brands.

Delivered UX-focused layouts, wireframes, and UI design.

Produced supporting brand and marketing assets across digital and print.

## DIGITAL DESIGNER

**GROUPM ASIA PACIFIC** Global Media Agency Feb 2008 – Jun 2009 1y 5m

Designed digital advertising and campaign assets for regional and global brands including Hewlett Packard (APAC), Sony Ericsson, Nokia, Converse (China), and Mercedes-Benz.

Contributed to large-scale, multi-market digital campaigns across APAC.

Designed the official website for Singapore Grand Prix 2008 in partnership with Singapore Tourism Board.

Worked within high-volume agency environments, balancing creative quality with tight timelines and performance-driven objectives.

## ADDITIONAL

- Active in painting & illustration via the artist pseudonym Nataliette, and has exhibited in solo and group shows, and been published globally.
- Created toy character series Ava the Archetype.
- Avid diver with >400 dives, certified as Divemaster (SSI) since May 2025.