



DOREEN LAU



doreenlulaiyan@gmail.com



+65 8123 7020



www.dlly-s.com

PROFILE

With over 8 years in delivering end-to-end projects across fintech, financial media, and creative industries, I have one core instinct: **turning chaos into structure, fast**. Proven track record managing stakeholders, concurrent projects, and driving workflow automation, with an instinct of anticipating bottlenecks and transforming them into scalable and structured frameworks - a process I enjoy nearly as much as my daily caffeine ritual.

CORE SKILLSETS

CREATIVE DIRECTION

- Key Visuals & Art Direction
- Visual & Scalable Systems
- Brand Guidelines
- OOH, Digital, Social, Print, Experiential

CREATIVE TOOLS

- Adobe Creative Suite (PS, AI, ID, Premiere Pro)
- CapCut
- AutoCAD, 3D Max, Sketchup, Blender
- AI creative tools

MANAGEMENT & OPS.

- Regional Coordination & Stakeholder Management
- Resource Allocation & Planning - Agile & Kanban Workflows
- End-to-End Delivery
- AI Automation
- Vendor & Budget Management
- Timeline Management

EXPERIENCES

Marketing Senior Executive (Creative & Operations) | TradingKey

January 2025 - Present

Creative & Campaign Direction:

- Led project initiation, including proposal & budget planning, content writing and final visual production to post-analysis across English & Chinese markets
- **Hands-on across creative direction and pipeline**, understanding every stage of production, from content writing to managing different types of design requests; leading designers in understanding creative brief and business needs
- **Translated complex financial market content** into accessible and engaging content, including personal stories, step-by-step guides and listicles etc. to **maximise relevance and engagement**
- **Delivered 326% growth from Q2 to Q4 2025** in acquisition across organic and paid campaigns in EN/CH/TH markets on 6 major platforms

Brand Systems & Creative Operation:

- Built and maintained brand guidelines and an editorial asset library, including usage playbooks, data visualisation templates and reusable design components
- **Implemented AI-assisted automation workflows** to reduce manual processes by 25%, directly improving team capacity
- **Established centralised Knowledge Management library**, including creative briefs, SOP documentation and project templates - increasing full life-cycle visibility across Design, Product, and Operation (Marketing) teams
- Constantly **check in on creative progression and reprioritise** any new updates for team members, **streamline requests needs** before briefing designers to **reduce revision rounds and accelerate production**

Stakeholder Communication & Strategic Alignment

- **Organise weekly cross-functional alignment** to synchronise efforts between SG/SZ/HK teams
- **Conduct monthly content performance audits with analytics** to ensure cultural accuracy, users' preference, and alignment with business objectives
- **Maintain KPI and OKR tracking dashboards**, translating performance data into clear stakeholder-facing reports
- Review and **ensured technical accuracy** in public-facing material

PRODUCT TOOLS

- Notion/Asana
 - Atlassian (Jira & Confluence)
 - Miro, Figma, Webflow
 - Zapier (Automation)
 - GA, Looker Studio
 - Meta Business Suite, Zoho
 - Google & Microsoft Workspaces tools
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CERTIFICATIONS

Foundations of Project Management — Google

Course, Mar 2026

Google AI Essentials

Course, Sep 2024

LANGUAGES

English & Simplified Chinese

Native, Bilingual

Traditional Chinese

Intermediate

EDUCATION

BA (Hons) Interior Design

Glasgow School of Arts (SIT)

2014 - 2016

Diploma, Retail & Hospitality Design

Temasek Polytechnic

2011 - 2014

Art Director | Seedly

January 2024 - January 2025

Creative Direction:

- Served as the **creative lead for Seedly PFF2024**, developing full thematic visual identity carried through digital, OOH, merch and event space
- **Conceptualised and produced** a broad range of multimedia content, including infographic series, short-form videos and other graphics, translating complex financial topics into visually engaging, audience-first formats

Design Collaboration & Brand Management:

- Supporting co-owner for the PFF and community events by **coordinating work-flows between internal and external supporting teams** to ensure seamless delivery on strict deadlines
- **Oversaw full B2B creative development pipeline** from client's brief to final output — ensuring accuracy and creative quality for all
- **Directed branding and design initiatives** for new product verticals (SeedlyTravel Insurance and ShopHero), ensuring cohesive brand representation and alignment across all user touch-points
- **Supported client engagement livestream** — managing pre-production logistics, visual asset preparation and on-the-day technical support, ensuring a seamless broadcast experience for both the client and live audience

Resource & Vendor Management:

- Managed and coordinated an internal team of 2 creatives plus external agencies and freelance to **optimise resource allocation**, ensuring smooth project execution that balances **priority against budget and output quality**

Marketing Designer | Seedly

October 2021 - December 2023

Campaign Visuals & Execution

- **Conceptualised and executed full visual identities and production** for Seedly PFF 2022 & 2023, including design style guides, OOH, marketing visuals, speaker slides, livestream assets, merch, and physical event space including user flow experience
- **Launched new content vertical** (Seedly Comics) in collaboration with content writers, leading the creative full life-cycle and storyline development, acquiring 6k new followers within 12 months
- Involved in the creative production of community events and campaigns launch, from visual planning through final execution

Creative Systems & Operations:

- **Implemented a ticket-based work-flow system** to streamline cross-functional communication and increased project visibility
- Curated digital assets and files across Figma, Notion and Lingo, **establishing a single source of truth for creative production**
- **Gatekeep the usage** of brand graphics and templates
- Partnered with Product Designers to optimise user journey and develop high-converting landing page assets, **ensuring alignment between marketing and product experience**
- **Sourced and managed external vendors** for merchandise production, budgets, timeline and quality requirements

Designer | Spunk Studio

April 2017 - June 2021

Operating in a lean 3-person team servicing largely commercial clients across a broad range of project types:

- Translated client briefs and complex requirements into clearly scoped, actionable project plans, timelines, and execution
- Developed and executed communication graphics for shopping malls, leading to in-depth understanding of user behaviours
- Schedule documentation and liaison with suppliers
- Planned and optimised user experience, materials selection, designing and executing project through 2D and 3D visuals
- Simultaneously managed multiple projects across different client accounts, ensuring timely delivery and high quality results
- Authored comprehensive design guidelines and instituted a review process for mall tenants, ensuring strict compliance with standardised requirements
- Occasionally mentored and led junior team members, fostering professional growth and raising overall team output quality and efficiency