



## Ban Koh

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### Creative Director | Brand & Campaigns

15+ years making brand and campaign work across Southeast Asia – finance, telco, tech, and retail. Takes briefs from strategy through to execution. Works directly with marketing teams and brand stakeholders. Strong on art direction, visual identity, and getting things made properly.

## Recognition

### Kancil Awards 2022 – 3× Silver, 6× Bronze | TM – Kufi

Best Print-Led Integrated Campaign, Innovation in Design, Best Use of Cultural Insights (Digital, Film & Branded Content, Design, Brand Experience), Creative Effectiveness, Typography, Best Digital-Led Integrated Campaign

### Campaign Brief Asia 2023 – Top 35 Most Awarded Creative, Malaysia

## Capabilities

### Campaign & Brand

Integrated campaigns (ATL/BTL/digital), brand identity, key visual development, TVC, content strategy, go-to-market

### Creative Direction

Art direction, team leadership, cross-functional collaboration, regional stakeholder management, creative QA

### Brand & Visual Systems

Visual identity, brand architecture, campaign platforms, production workflows, remote team management

**Tools:** Adobe Creative Cloud, Figma / FigJam, AI-assisted ideation

**Languages:** English (native), Malay (native)

## Experience

### Context Interactive | Creative Director

Singapore (Remote), February 2023 - November 2025

- Led integrated campaign and brand creative output for Lenovo and AMD across SEA – campaign key visuals, retail displays, social assets, digital templates, video storyboards, whitepapers, and large-scale adaptation for multiple product lines.
- Turned technical product briefs into campaign-ready creative – art directing across digital and retail for go-to-market launches across the region.
- Served as brand guardian across all client-facing output – maintaining brand and visual consistency across a high-volume, distributed creative team.
- Directed the agency rebrand – developed the brand identity system, visual language, logo and colour palette, finalised and trademarked during tenure.

- Managed a remote creative team of designers – setting workflows and quality standards across concurrent fast-turnaround campaigns.

**VMLY&R Commerce | Senior Art Director**

Kuala Lumpur, December 2017 - January 2023

- Led integrated campaigns across ATL, BTL, digital, and retail for Telekom Malaysia, CIMB, Caltex, and Lotus's – end-to-end art direction from brief through to execution.
- Creative lead on Telekom Malaysia's Kufi campaign – developed the full visual identity and messaging system across film, digital, and print collaterals. Awarded 3x Silver and 6x Bronze at Kancil 2022. Visual system extended to the Gawai and Kaamatan campaign within the same year.
- Art directed CIMB OctoSavers (youth-centric digital banking) and concepted CIMB Bonus Booster (financial rewards game mechanic) – both delivered across print, digital, social media, and retail touchpoints.
- Sole on-set creative lead and collateral delivery for Lotus's Lagi Save, Lagi Syok – responsible for production decisions and collateral output across the campaign.
- Took part in new business pitches and brand strategy work for key accounts.

**DNA COMM | Junior Art Director | 2011 – 2016**

**Leighton International | Communications Officer | 2010 – 2011**

**Euro RSCG (Havas) | Graphic Designer | 2008 – 2010**

**SK+G (Las Vegas, USA) | Graphic Designer | 2006 – 2008**

- Worked across integrated campaigns and brand identity projects across digital, print, and retail for regional and international clients including Petronas, Citi, AmBank, Parkson, and Reckitt – energy, finance, and FMCG.

## Education

The University of Georgia – BA Advertising, 2000 | Athens, GA, USA

The Creative Circus – Certificate in Design, 2003 | Atlanta, GA, USA

- Best Designer Award (Student's Choice)

NEXT Academy – Digital Marketing Certificate, 2018 | Kuala Lumpur