

Creativity is allowing yourself to make mistakes. Design is knowing which ones to keep.

Ultimaker<sup>2</sup>

THEY MAKE  
as they fly by

WORK  
HARD  
STAY  
HUMBLE

# DS H A N T I/O

Creative  
Director /  
Technologist



DS  
H  
A  
N  
T  
I/O



I am a senior creative with more than a decade experience across all facets of experience design.

I am focusing on personal user experience that challenges ordinary perceptions on the use of technology, making technology more personal and meaningful.

Over the past decade I've been based in Sydney and London, and worked on a variety of commercial and cultural projects for a wide range of global clients such as

- GE
- McDonalds
- Nokia
- HSBC
- Commonwealth Bank
- Vodafone
- Telstra
- M&S
- Volkswagen
- Ford
- National Museum of Australia
- Hong Kong Cultural Centre
- Vivid Sydney
- Lendlease
- GPT
- CBRE



## Creative Concept, Strategy & Direction

Ideas, design and direction for advertising, marketing, digital and experiential campaign.



## Brand Experience, Strategy & Design

Designing experiences and strategizing Brands' communications. Utilising the current and upcoming trends in design and technology.



## Experiential Design

Environmental and Digital design for activations, exhibitions and permanent installations. e.g. events, trade shows, innovation labs and museums.



## Service Design

Designing a better service by looking at people, infrastructure and communication to improve quality and interaction between the service provider and its customers. Mostly in PaaS and SaaS design.



## User Experience Design

Designing a holistic user experience for both the end users and service providers. It's not just about wireframing websites and apps but looking into user journey through different offline and online touch points.



## Digital Placemaking

Digital ecosystem design, content strategy, creative concepts and technology solutions for digital placemaking in property technology, public infrastructure and public spaces.



## Digital Workshops

Brainstorming workshops for digital transformation, placemaking and design thinking. Creating design methodology that works for the individual clients.



## Technology Solutions

Translating creative team's great idea into reality with the most appropriate technology solutions to create the best one of a kind brand experience.



## Game Concept & Design

Creative / Art direction, gamification concept, characters design, environment and level design.

# How can we amplify your teams?

## I am a CREATIVE DIRECTOR

### UX, Design Thinking & Strategy

Having me early on in the briefing process would allow me to have a look at the client's problem to create a user experience using design thinking and come up with strategical approach for ideation from technology POV.

### Ideation, Concepts & Design

Having a decade worth of experience as a Creative / Art Director in different creative agencies has equipped me with leadership and mentorship skill with hands-on design capabilities.



## I am a CREATIVE TECHNOLOGIST

### Service Design & New Opportunities

Having an entrepreneurial mindset to transform the business by applying design thinking internally to come up with new digital or technology services, products and platforms. Lead external resources to realise ideas with appropriate technological solutions.

### Digital / Technology Solutions for Creative Ideas

I help translate creative ideas to the digital team and translate ground breaking technologies to the creative team to inspire, educate and instigate better ideas.

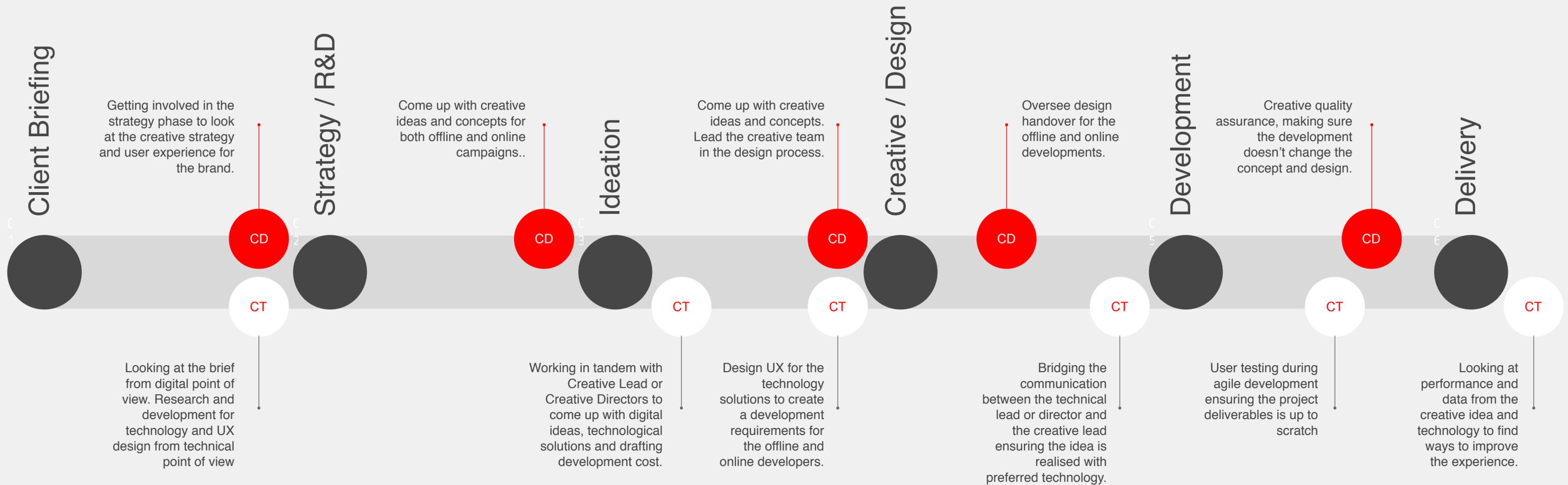
# Where are we in the process?



Creative Director



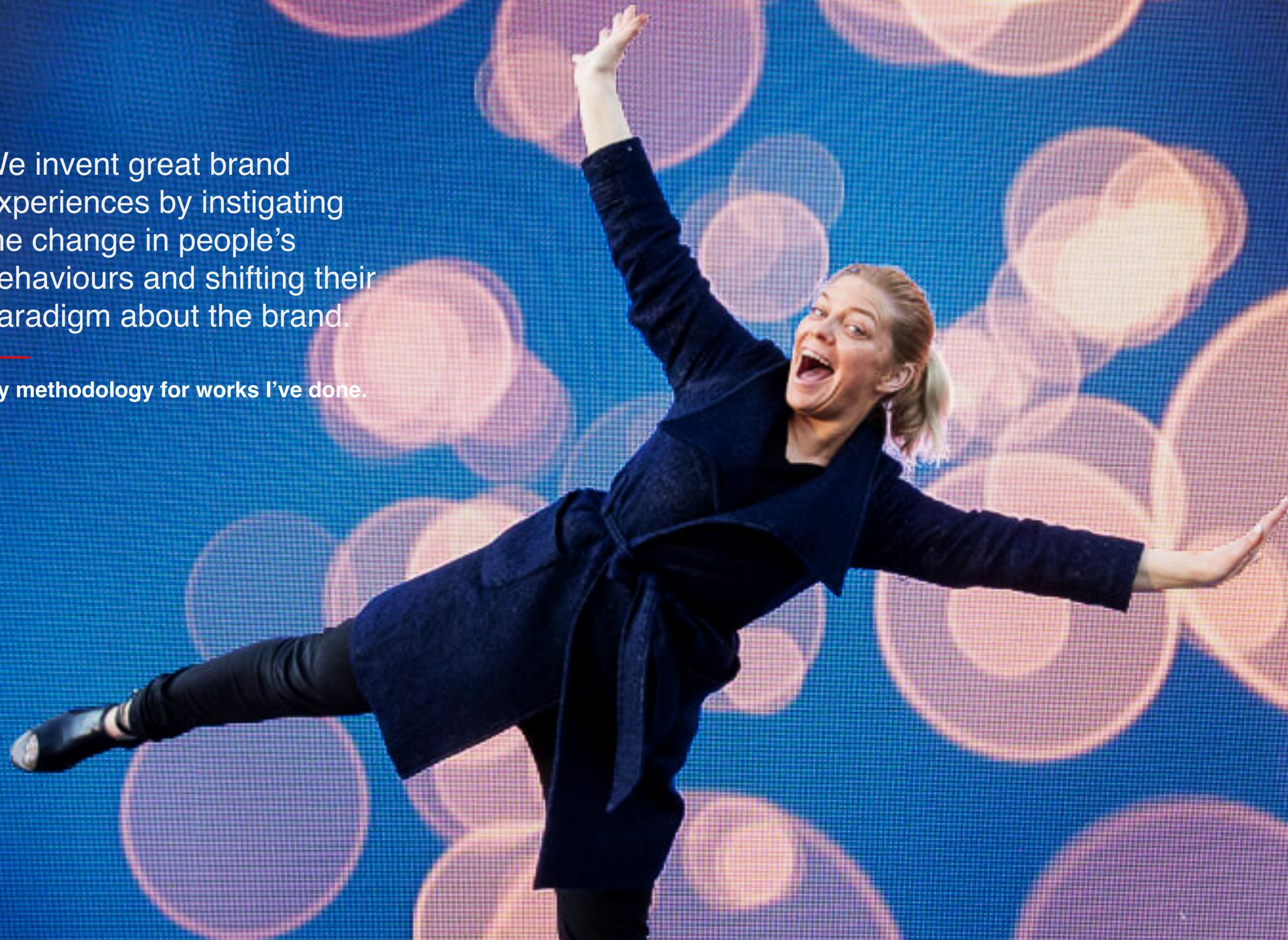
Creative Technologist



We invent great brand experiences by instigating the change in people's behaviours and shifting their paradigm about the brand.

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My methodology for works I've done.



# Experiential Creative Direction, Technology & Design

Specializing in Experiential Creative Direction, Technology & Design for both permanent and temporary experiences.

It's a challenge nowadays to describe what I do as it encompasses a lot of different aspects of an experience design ranging from UX, environmental, digital, branding, graphic design and storytelling.



# Experiential Creative Direction, Technology & Design - Case Study

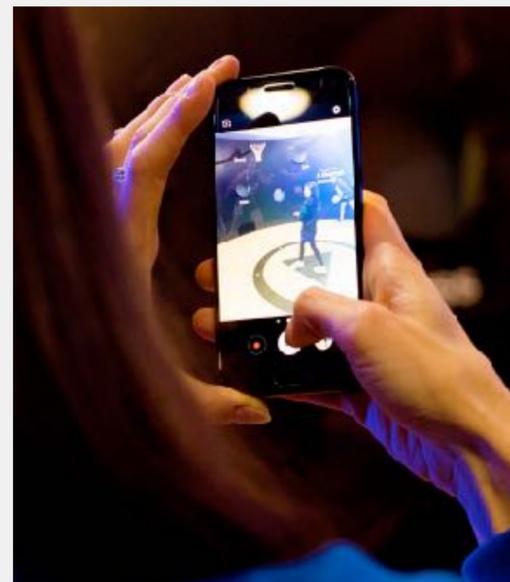
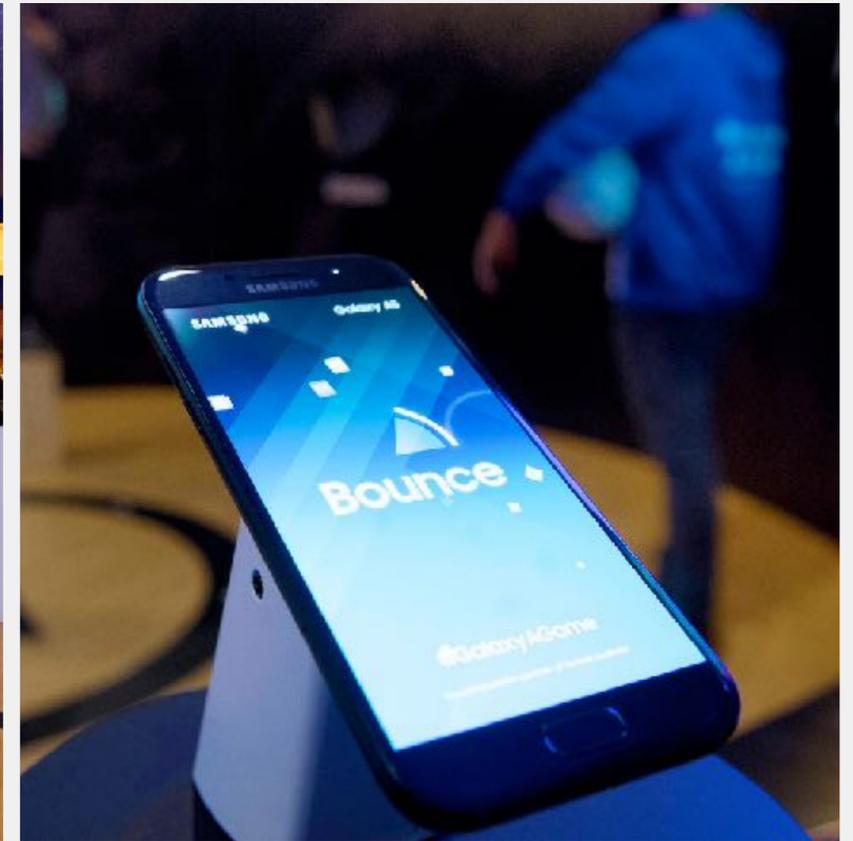
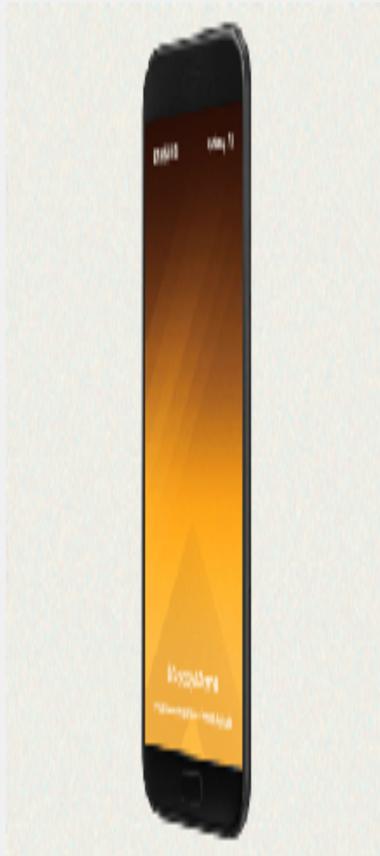
## Samsung #GalaxyAGame Activation

Samsung is an official sponsor of Suncorp Super Netball. This experiential activation was on during the new 2017 season alongside with the Galaxy A series launch.

Participants can play a simple netball skill test game and get a chance to win a Galaxy A phone when they share their action shots on social media.

### Responsibilities:

- Experiential concept
- UX Design
- Technology Solution
- Creative Direction
- Gamification design



# Experiential Creative Direction, Technology & Design - Case Study



# Service Design, UX and Product Design

I've spent a couple of years in London working on various UX design agencies looking at service and product design before it becomes a necessity in every growing business.

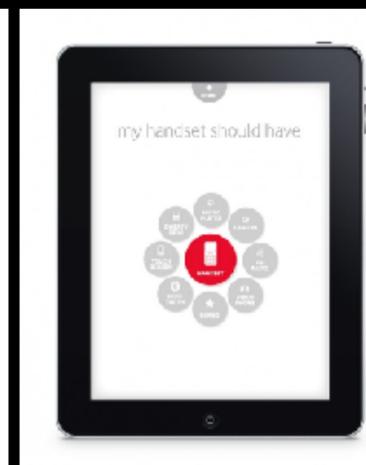
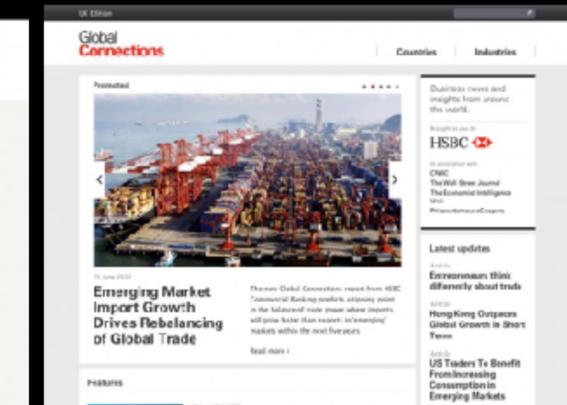
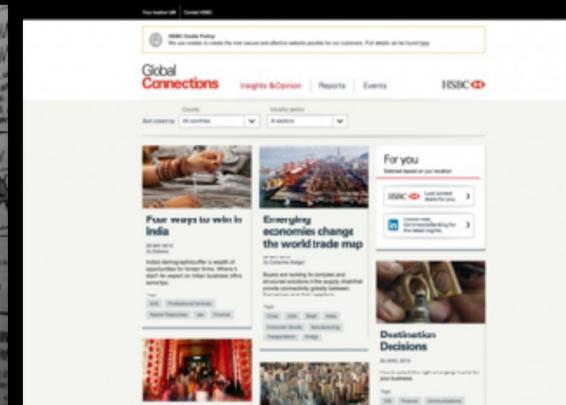
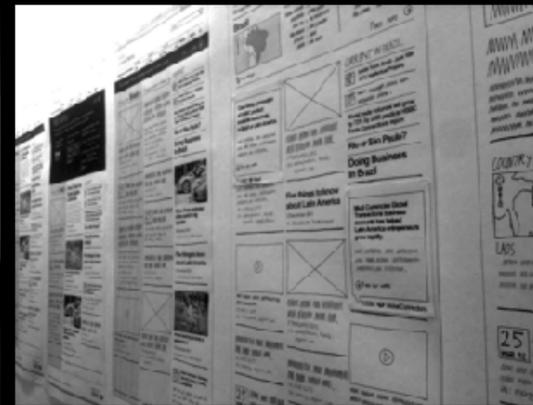
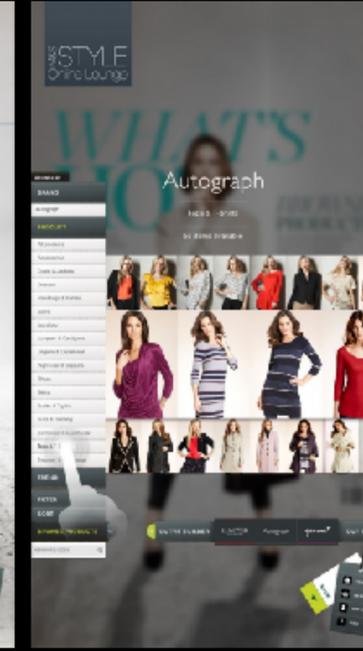
I was working on user experience design and prototyping for:

- Retail
- Private Banking
- Telcos
- Energy

Looking at:

- End user and clients experiences
- Corporate structure
- Content providers
- User testing
- Agile development with data as the instigator
- New services with latest technology for public sector

They are messy, complicated and hard topic to explain, but once you get the data unwrapped into an actionable insight, the design becomes beautiful.



# Service Design, UX and Product Design - Case Study

## HSBC UK Global Connections & World in 2050

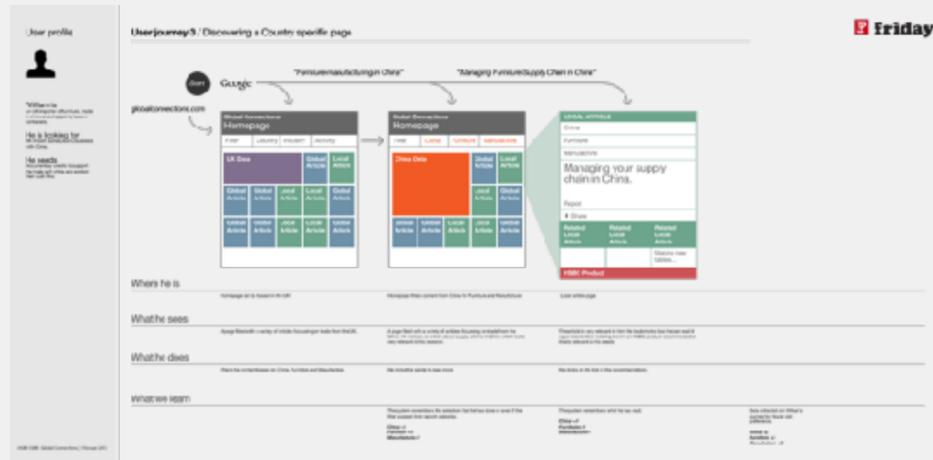
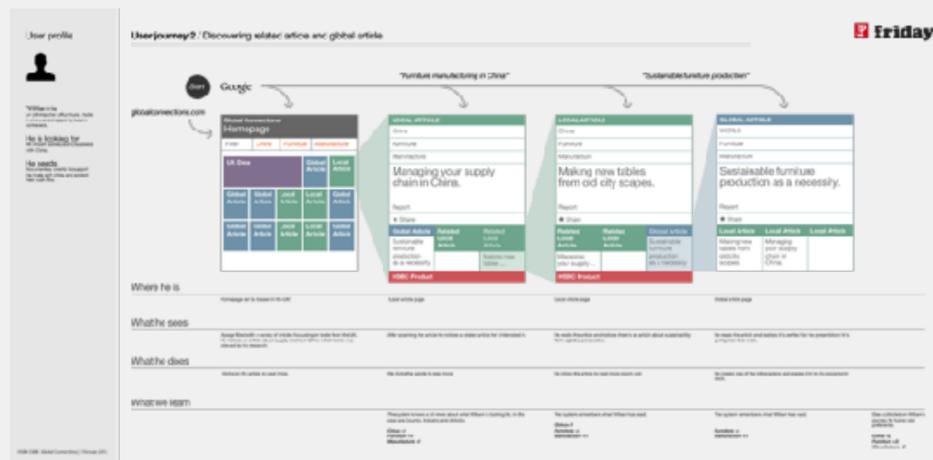
HSBC UK provided a new service for their private banking and business banking customers.

One is an editorial website focusing on global private banking news (<https://globalconnections.hsbc.com/global/en/>) and the other one is World in 2050, a service provided for their business banking to look at market data for investment opportunities.

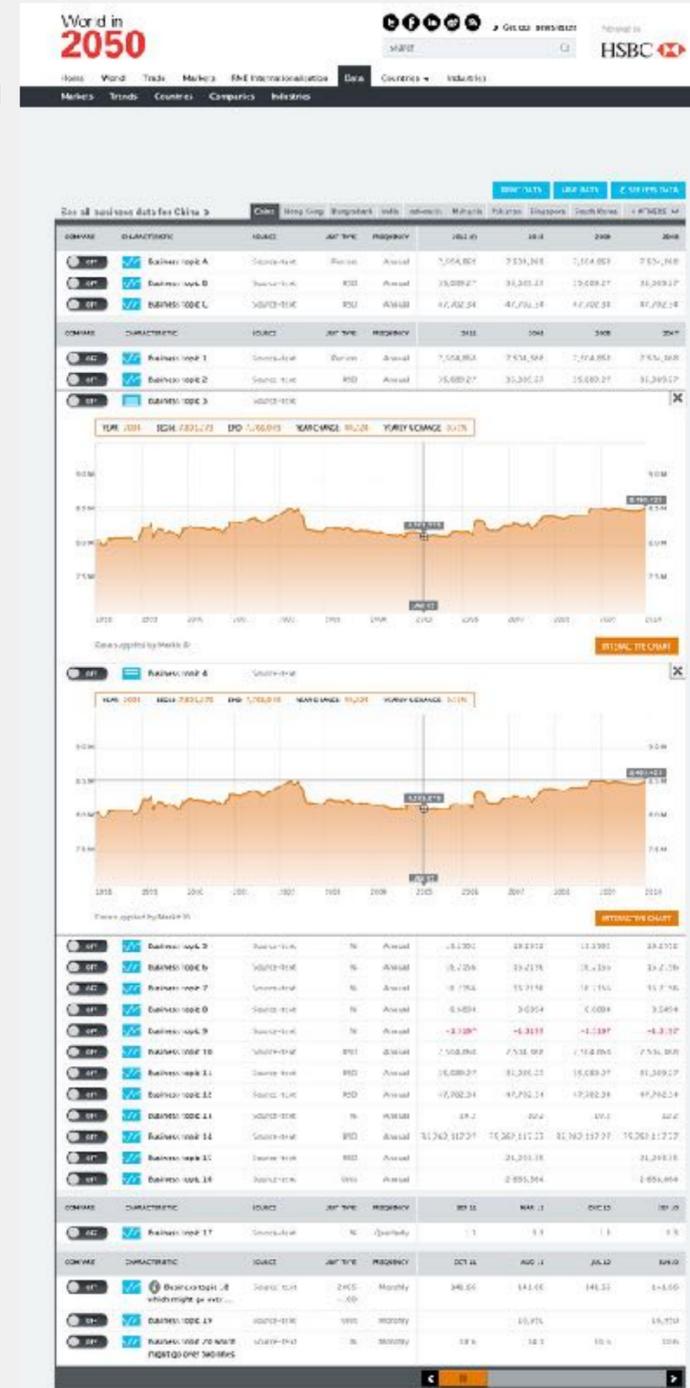
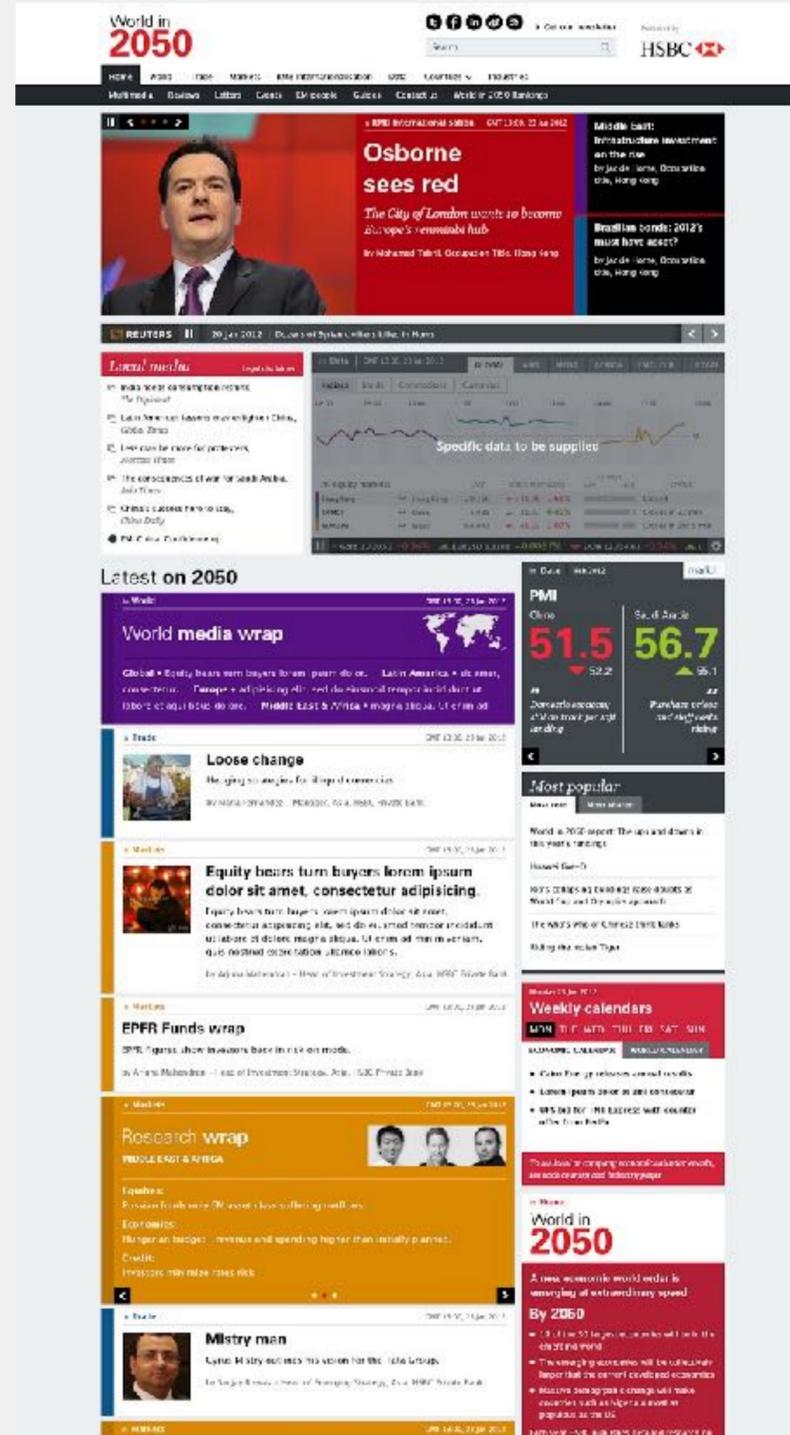
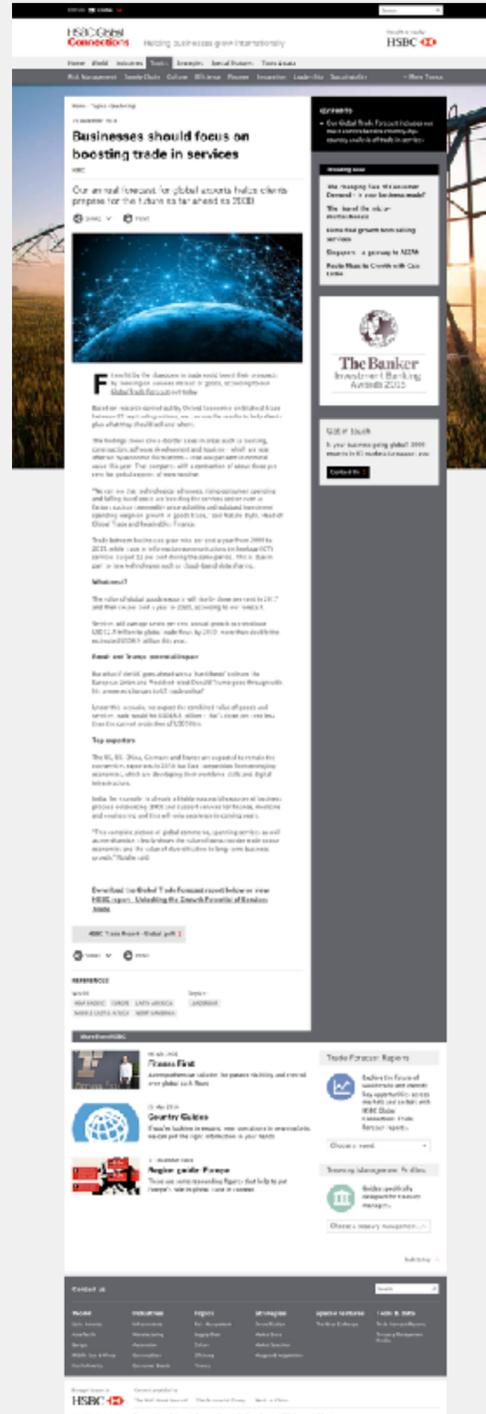
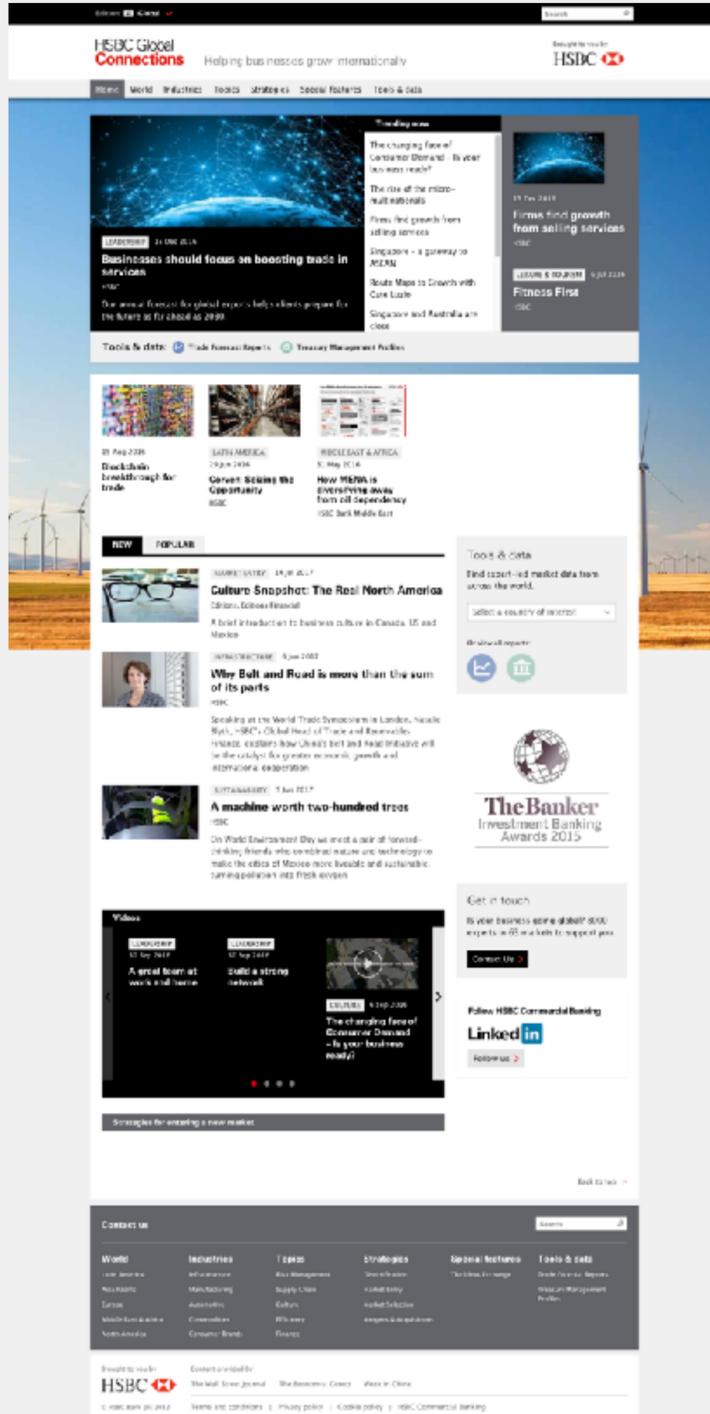
working on user experience design and prototyping for both responsive websites available for desktop, tablet and mobile.

My responsibilities:

- UX design
- UI design and wireframes
- User testing
- Financial data visualisation
- Content and data strategy



# Service Design, UX and Product Design - Case Study



# Digital Placemaking

A lot of property development demands an interactive and dynamic spaces. For the past 3 years, I've been working on various digital placemaking projects, transforming static spaces into dynamic places for people.

Creating dynamic places need thoughtful design, technology and most importantly dynamic content to create a memorable experience.

My responsibilities:

- Creative Concepts
- UX design
- Environment Design
- Technology Solutions
- Content Strategy
- Content Design



# Digital Placemaking - Case Study

## KSPACE National Museum of Australia

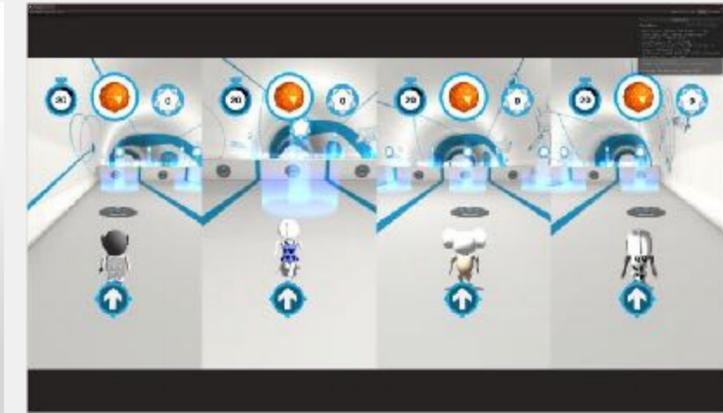
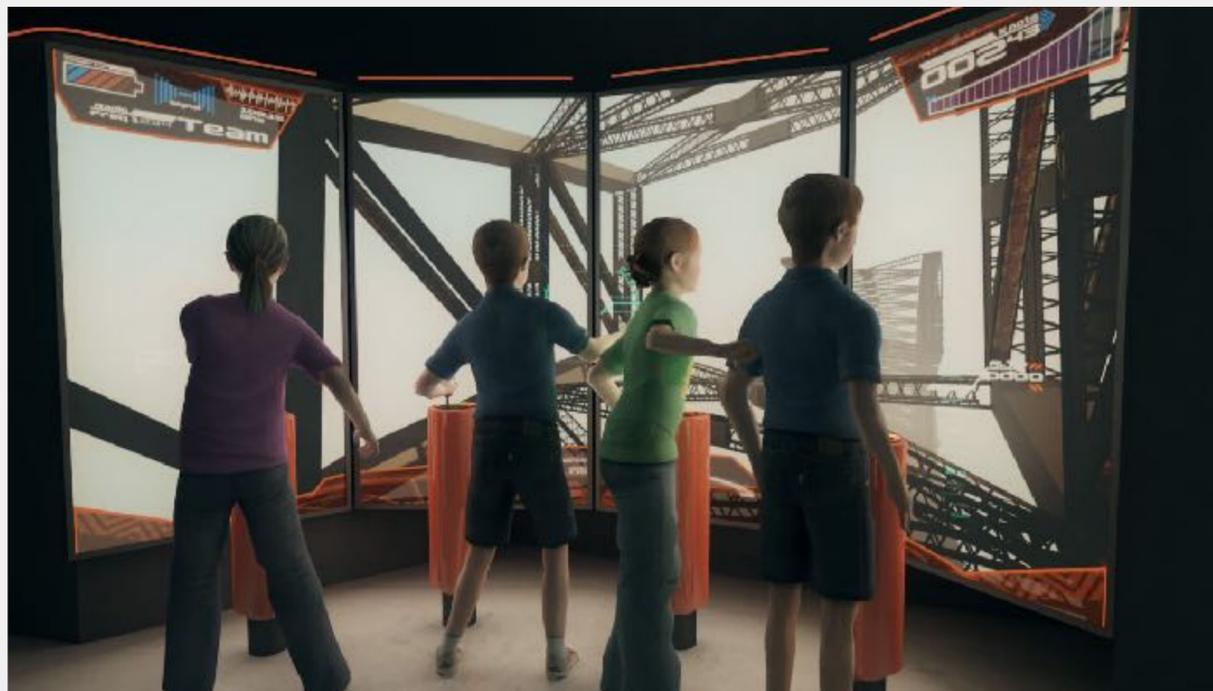
Educating children about Australian history through a gamification interactive digital experience.

There are three major touch points:

1. Design station  
Children can design their own robots using interactive screens and personalise it to their own taste.
2. Time Pod  
Children drive their robots through time and cooperate with each other to complete a set of tasks.
3. Cool Down  
Children get the opportunity to learn about what they've discovered.

My responsibilities:

- Experiential concept
- UX Design
- Environmental Design
- Creative Direction
- Game Design

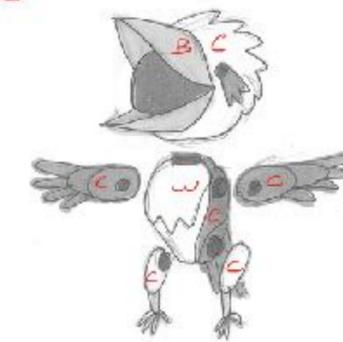


KSPACE ROBOT PARTS // ANIMALS - KOOKABURRA

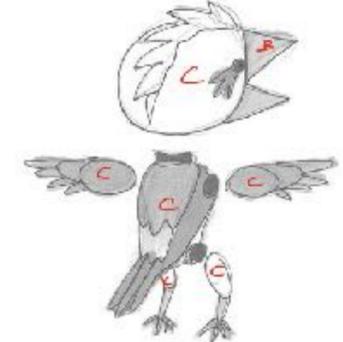
C = Coloured & textured  
B = brown W = white



POSED



FRONT



BACK



- Environment Design / Concept Renders
- Character Design and Game Design.
- From sketch, drawing to prototype and development.

# Digital Placemaking - Case Study



# Digital Placemaking - Case Study

## Lendlease Digital Experience & Digital Signage Platform

Creating a digital experience Lendlease new Barrangaroo Australia's Headquarter and a product as a service offering to drive experience.

This digital experience is a complete solution where we look at the environmental design, digital design, content strategy, team development, technology platform and overall user experience. It's now rolled out globally and became an unifying digital experience.

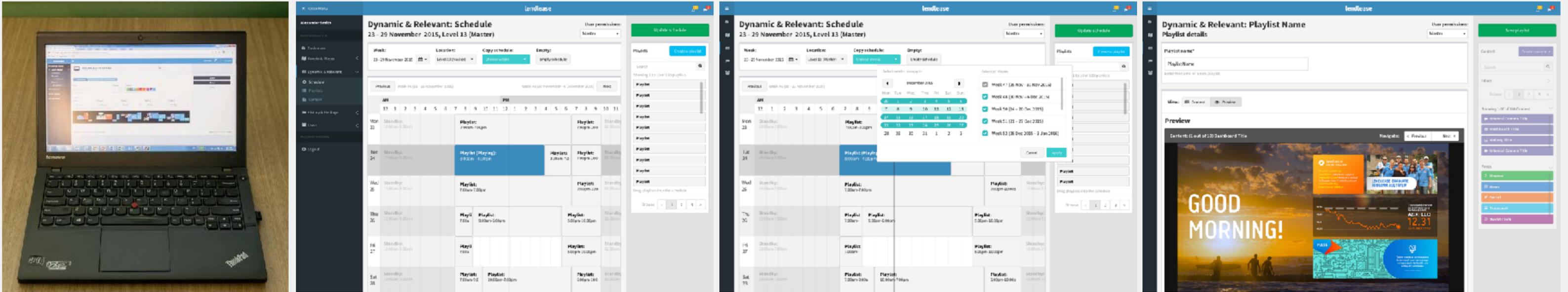
The technology platform is Digital Signage Platform that became Imagination's PaaS solution, continually developed to enhance other clients' digital experiences.

My responsibilities:

- Experiential concept
- UX Design
- Creative Direction
- Environmental Design
- Service Design
- Product as a Service Design.



# Digital Placemaking - Case Study



Digital Signage Platform content creator, scheduler and management system. This system manages the internal communications globally.



WYSIWYG templates in the DSP system.



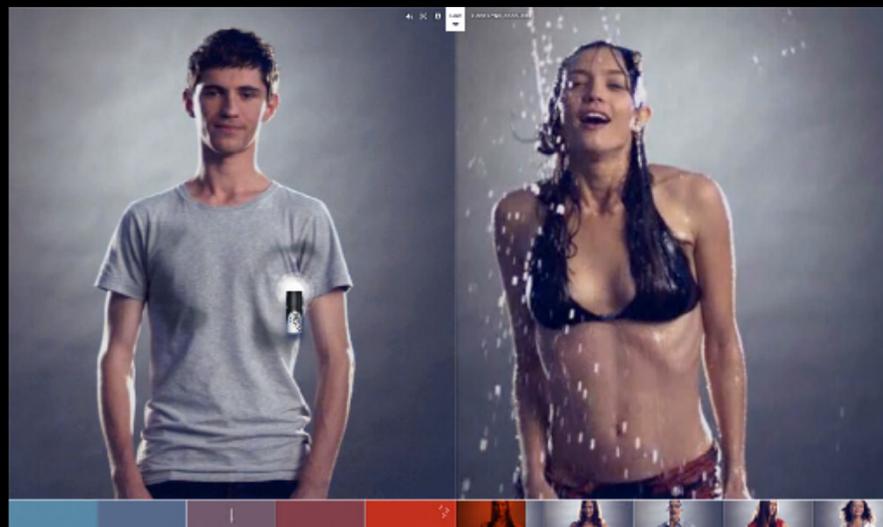
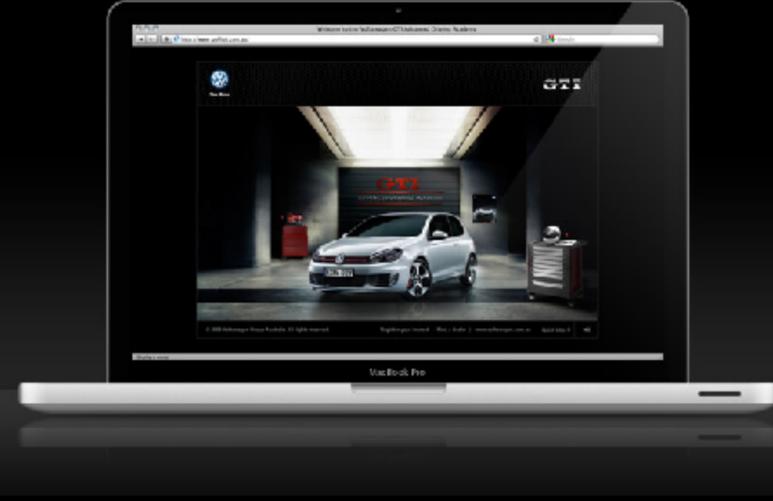
Template content appears across global offices.

# Creative Concepts & Design

I've worked on many advertising and marketing campaigns, both offline and online for the past decade.

- Conceptual drawings or storyboarding.
- Production direction.
- Creative direction for design team.
- And overseeing digital development.

There's not much case study here as as this kind of digital campaign is a bread and butter of most digital agencies and all the case studies above have already included above the line or digital creative campaigns.



Thank You

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D S  
H U  
A T  
A N  
N T  
I / O

Creative  
Director /  
Technologist

