

Jane Tan

Graphic Designer & Illustrator

A motivated graphic designer with three years of experience. Rapidly promoted to Art Director based on creativity and execution. Experienced across diverse projects including branding, commercial advertising, cultural initiatives, nonprofit campaigns, and illustration. Skilled in handling multiple styles, highly adaptable to fast-paced environments, a quick learner, and a strong team collaborator. Passionate about bringing ideas to life through design, transforming creative concepts into impactful visual outcomes.

PROFESSIONAL EXPERIENCE

MUMA

Art Director

Feb 2025 - Dec 2025

- Collaborated with 10+ clients to identify business objectives, present creative concepts, and deliver visual designs that meet campaign goals.
- Worked closely with cross-functional teams, contributing design expertise, adapting to multiple styles, and ensuring cohesive, high-quality results.
- Executed end-to-end design projects, producing polished and impactful visuals across branding, advertising, and digital media.

Junior Art Director

Feb 2024 - Jan 2025

- Developed creative concepts and visual storytelling for 10+ campaigns across digital, print, and social media, incorporating client feedback to refine designs.
- Collaborated with production teams on video and multimedia projects from storyboard to final delivery, ensuring consistent execution of creative vision.
- Delivered high-quality design solutions under tight deadlines across multiple projects.

Graphic Designer

Jul 2022 - Jan 2024

- Produced marketing materials for print, social media, and in-store campaigns, supporting brand and promotional objectives.
- Applied brand guidelines across formats & platforms to ensure consistency & quality.
- Prepared production-ready files and assisted senior designers with revisions, maintaining accuracy and timely delivery.

PROJECTS

Shielder Eco [↗](#)

Art Director | Rebranding & Brand Storytelling

- Led two designers to rebrand Shielder, capturing the company's environmental mission and redefining its visual identity and brand image.
- Created multi-platform, multimedia design assets including logo, typography, digital and print materials to communicate the brand story across touchpoints.
- Delivered measurable impact: over USD 1,000,000 in new business, 25% increase in inquiries, and 28% rise in unique website traffic within four months, earning One Asia Awards 2025 and Kancil Awards 2024 recognition.

MG Automotive [↗](#)

Junior Art Director | Concept Development & Multi-Platform Digital Adaptation

- Developed creative concepts and promotional materials for two new car models, ensuring high-quality execution for corporate campaigns.
- Designed multi-platform digital assets that resonated with the target audience.

ProDiet Pet Food [↗](#)

Graphic Designer | Storytelling & Illustration

- Created hand-drawn characters and illustrations for a Ramadan animated short film, using real stories to engage viewers and encourage donations.
- Delivered measurable impact: campaign provided 6,840 meals for PAWS Malaysia, enhanced brand image, and gained recognition for social responsibility.

CONTACTS

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SKILLS

Graphic Design
Visual Design
Branding & Visual Identity
Illustration
Typography
Layout & Composition
Photo Editing & Image Manipulation
Motion Graphics / Video Editing
Storytelling / Storyboarding
Wireframing & Prototyping
Editorial Design & Layout
Mural / Large-Scale Artwork

DESIGN TOOLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Adobe Premiere Pro
Adobe Acrobat
CapCut
Figma
Webflow
Procreate

COLLABORATION TOOLS

Microsoft Office
Google Workspace
Slack
Notion

EDUCATION

The One Academy

Diploma in Advertising & Graphic Design
May 2019 - Apr 2022

Certificate in Communication Design
Jan 2018 - Apr 2019