

## LILY WHO?

- A strategic thinker who lives by holistic branding.
- An art director who strives to deliver memorable creative.
- A curious soul who loves to explore the world one continent at a time.
- A hedonist who indulges in life's pleasures with zero guilt.

## FOR BUSINESS

2009 May – present

### Art Director

henderson bas, Toronto

- Clients: Ally.com, ebay, Joe Fresh ([joe.ca](http://joe.ca)), Mercedes Benz, Maple Leafs Food, McCormick, Molson, Nestlé, Nintendo, Ogilvy Renault, Tim Hortons ([timhortons.com](http://timhortons.com); [everycup.ca](http://everycup.ca))
- Share responsibilities to lead projects on Joe Fresh, Tim Hortons, Mercedes Benz and Nestlé. Oversee and mentor junior designers and collaborate with developers.  
(Unlike traditional agencies, Art Directors at hb serve as brand leads on their designated accounts.)

2007 Oct – 2009 Apr

### Art Director

TAXI, Toronto

- Clients: Additionelle, Aviva, Canadian Film Centre, Canadian Tire, Canadian Cancer Society, Herbal Magic, Holt Renfrew, Telus, West Jet
- Agency of the Year by *Strategy Magazine*

2006 Jul – 2007 Oct

### Senior Art Director

Wunderman, Toronto

- Rogers' all lines of business (TV, Internet, Wireless and Home Phone) integrated campaigns
- Direct Agency of the Year by *Marketing Magazine*

2004 Jan – 2006 Jun

### Art Director

Grey Direct + Interactive, Toronto

- Clients: AIM Trimark, SAS, E\*TRADE, Tourism PEI, Research In Motion – BlackBerry, Lavalife, Slimfast, Downy, Cadillac Fairview, Playtex, Suzuki, Canon, Canadian Cancer Society Lottery, Ministry of Education and Ontario Craft Brewers
- Participated in major business pitches and won 3 major accounts during tenure

2003 May – Dec

### Interactive Art Director (Freelance)

Wunderman, Toronto

- Concepts, art direction, user flow and information architecture of the [Kraftcanada.com](http://Kraftcanada.com) redesign, Cookie Exchange, Chocolate Lovers mini-site and all Kraft Canada online assignments

2002 Sept – 2003 May

### Art Director

TBWA\Chiat\Day, Toronto

- Clients: Nissan, Infiniti, Petro Canada, Direct Energy and Canadian Film Centre

2000 June – Aug

### Marketing Intern, E-Commerce

Museum of Modern Art (MoMA), New York

- Marketing lead on the launch of ecards initiative
- Developed and implemented strategies to promote the online presence for MoMA design store

1998 Nov – Present

### Freelance Designer

- Clients: BMO Nesbitts Burn Private Client Division, Canadian Environmental Grantmakers' Network, Comfortable Hiking Holidays, Direct Energy, The Gardiner Museum, Loblaw Companies Limited, Philanthropic Foundations Canada and Sam's Club (Wal-Mart).

## YES, SHE CAN USE A MAC

- Adobe Creative Suite; solid understanding of HTML, javascript, Flash, Flex, Air and WordPress
- Experienced in working with Interactive developers and producers
- Experienced in working on TV set with Director, broadcast producers and TV post-production teams
- Experienced in working with photographers, printers and suppliers;
- Fluently bilingual in English and Chinese

## ACCOLADES

- **2009 National Advertising Award** :: Interactive :: Gold • Monster Mobile  
[http://nationaladvertisingawards.ca/?page\\_id=5](http://nationaladvertisingawards.ca/?page_id=5)
- **2007 Canadian Marketing Association RSVP Award** :: Gold • Rogers Home Phone Launch
- **2007 National Advertising Award** :: Direct :: Gold • Lush Cosmetics
- **2003 Canadian Marketing Association RSVP Award** :: Gold • Kraft Canada Festive Campaign

## PRESS

- Photo coverage on the winning of the Microsoft Advertising Gaming Workshop Challenge *Lions Daily News*: June 25, 2009
- "Take a look - it's all in the cards" *Toronto Star*: May 12, 2009
- "National Advertising Award sends 12 Winners to Cannes" *Marketing Daily*: May 7, 2007
- "Are you talking to me?" *Marketing Magazine*: Jan 24, 2005; SAS C-suite mailing
- "SAS dents C-suite awareness with two-pronged campaign" *Direct Marketing News* Vol. 7, No. 4, 2005

## EDUCATION

1998 – 2001

### Honours Bachelor of Arts, University of Toronto

Conferred with distinction. Specialized in Fine Arts Studio and Business Management.

1997 – 1998

### York University

Completed 2<sup>nd</sup> year. Major in Graphic Design.

Received Provost award scholarship.

1996 – 1997

### Maryland Institute, College of Art, Baltimore, Maryland, US

Completed foundation year. Dean's list.

## REFERENCES

References available upon request.

## PORTFOLIO + MORE

Updated professional profile and work also available:

<http://www.linkedin.com/in/lilytse>

<http://www.krop.com/lilytse> (online work mainly)

<http://www.lilytse.com> (online and offline)

Also follow me on twitter: <http://www.twitter.com/tigerlilytse>

## CLIENT LIST

Additionelle  
Ally.com  
Aviva Canada  
AIM Trimark Investments  
Allard-Johnson Communications  
BMO Nesbitts Burn Private Client Division  
Canadian Cancer Society Lottery  
Canadian Environmental Grantmakers' Network  
Cadillac Fairview  
Canadian Film Centre  
Canadian Tire  
Canada's Walk of Fame  
Canon  
Dairy Queen  
Direct Energy  
Downy  
Eatons  
E\*TRADE  
The Gardiner Museum  
[herbalmagic.com](http://herbalmagic.com)  
Holt Renfrew  
Infiniti  
Joe Fresh – Joe.ca  
Lavalife  
Liberty Health  
Loblaw Companies Limited  
[Kraftcanada.com](http://Kraftcanada.com)  
Maple Leaf Food  
McCormick  
Mercedes Benz  
Ministry of Education  
Ministry of Health  
Nestlé  
Nissan  
Ontario Arts Council  
Ontario Craft Brewers  
Petro Canada  
Prince Edward Island Tourism  
Philanthropic Foundations Canada  
Playtex  
Research In Motion – BlackBerry  
Rogers Communications

SAS  
Sam's Club Canada, a division of Wal-Mart Canada  
Scarborough Town Centre  
Scotia Insurance  
Sears Canada  
Slimfast  
Suzuki  
Telus  
Tim Hortons  
TBWA\Chiat\Day  
West Jet  
Wunderman

# Titanium quality is unexplainable but unmistakable, says Joshi



McCann Worldgroup's Praseon Joshi  
"a wonderful time for India"

**PRASEON** Joshi is no stranger to the kind of concepts that might drive an idea beyond the frontiers of good – even great – to become Titanium. The Titanium and Integrated jury member is executive chairman and regional executive creative director, Asia Pacific, of McCann Worldgroup India. He is a non-executive director of the Indian media giant Reliance Entertainment. And he is also a successful songwriter and scriptwriter, who is now working on his latest soundtrack, Delhi 6, with Oscar-

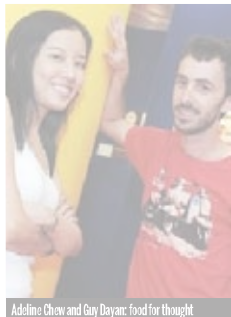
BAFTA- and Golden Globe-winner AR Rahman. "There have been so few Titaniums given, because to go to that level requires such a leap that it puts a new spin on everything. You cannot explain it, but you know it when you see it," he said. Joshi's brief as Asia Pacific regional director gives him a unique view: "Asia is a complex market that can't be seen as one entity. Japan is struggling with the recession, but China and India are already recovering from it, so you have

signs of recovery at the same time." Citing Reliance Entertainment's recent tie-ups with Hollywood, the global success of the Oscar-winning movie Slumdog Millionaire and the world's current interest in Bollywood, he added: "Right now is a wonderful time for India." Joshi also believes that India is getting better at winning awards. "We have a very intricate and nuanced culture and change happens gradually," he said. "Barring a few cases, we haven't won any really big awards yet, but it will happen." ■

Highlight

## Team YouTube still hungry for success

**THE WINNERS** of a YouTube 48-hour competition are taking part in the Young Lions Film competition – and in the form



Adeline Chew and Guy Dayan: food for thought

of Adeline Chew and Guy Dayan, they demonstrate the borderlessness of cyberspace. Chew is from JWT Kuala Lumpur and Dayan runs his own agency, Mizbala, in Israel. Each won the contest with a project publicising Oxfam. So how are they learning to work together? "We had dinner together," Chew said. "McDonald's," Dayan added. By contrast, they hope that, when they take on the rest of the world in the form of 36 other teams, the brief will be something about hunger. "I'm committed to that subject," Dayan said. "And we have decided not to eat for two days." ■



THREE teams were pitched against each other at a real-time campaign competition during yesterday's two-hour Microsoft Gaming Workshop. Team Guitar Hero, Team Lips and Team Halo each had to create a campaign for the charity Stand Up to Cancer. The winning team was Guitar Hero, which devised a campaign whereby actor-singer Jack Black would record a song for the charity to which gamers could play along, and which would also be available for download – spreading the message and raising money at the same time. The winning team, pictured with Microsoft's Bella Acharya (left) are: Fabrizio Kassick of Brazil; Inga Feliksowa of Germany; Lily Tse of Canada; Olavo Rocha of Brazil; and Piotr Wisniewski of Poland



ABE Design's Luciano Deos: "creating experiences"

## DESIGNED TO RAISE BRAZIL'S PROFILE

**BRAZILIAN** association of design companies, ABE Design, has brought a pack of delegates to Cannes this year to highlight the increasing importance of design in today's multiplatform advertising world. "It's a big industry and a big market, and the design people have a lot to contribute to it. We want to underscore how important design is and how it can create value," said Luciano Deos, president of the five-year-old association. He added: "People don't buy products. They buy experiences – and design is a strong tool for transmitting and creating those experiences." ABE Design represents some 110 companies. Its presence in Cannes has, in part, been supported by the Brazilian trade and investment promotion agency, ApexBrasil. "Last year, we submitted 40 entries into the Cannes Lions. This year, the number is 174. We wanted to bring the design people – and especially the owners of design companies – to Cannes so that they could get the total experience of what it's all about," Deos added.

**Lions Daily News: June 25, 2009**

Officially on Lions Daily News: [http://bit.ly/dailylionnews\\_lily](http://bit.ly/dailylionnews_lily)



- CANNES BOUND**
- 1 Gold**  
Lily Tse @ TAXI  
Adrian Gunadi @ TAXI
  - 2 Silver**  
Lauren Miller @ DraftFCB  
Sean Perkins @ DraftFCB
  - 3 Merit**  
John Tracey @ Wunderman Toronto  
Daniel Westgate @ Wunderman Toronto



*"To win Gold, an entry has to deliver significant insight through outstanding executions. The three awarded entries in this year's Interactive category prove this point exactly: Merit disappointed on execution but had an insight worth recognizing while Silver gave us great executions, but based on a ho-hum insight. Our Gold winner shows us how to pull it all together: concise, insightful messaging delivered through arresting interactive executions."*



Official award book - 2009 National Advertising Award

See official news at National Advertising Award website: <http://bit.ly/sa7Ub>







# MARKETING

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Monday May 7, 2007

## MARKETING DAILY NATIONAL NEWS

### National Advertising Awards sends 12 winners to Cannes

Winners of the 2007 **National Advertising Awards** were announced last week, with 12 honourees in seven categories earning a trip to the International Advertising Awards in Cannes in June.

The NAAs is a brief-based competition, which invites media and advertising teams to generate ideas for briefs submitted by marketers. One brief is issued to all competitors in each category, and the entrants receive no input from the marketers after seeing the brief.

In the Young Creatives Print and Out-of-Home category, which was open to entrants 28 or younger, **Anthony Chelvanathan** and **Steve Persico** of Leo Burnett won the Grand Prix award for their work on the Campbell Company of Canada brief.

In the Masters print and out-of-home category, which was open to creatives of all ages, **Taxi 2's Troy McGuinness** and **Jordan Doucette** earned the Grand Prix for their submission based on the Roots Canada brief.

Independent web designer **David Neumann** won the Gold award in the Young Interactive (28 and under) category for his work on the Workopolis.com brief.

In the film category, which was based on a brief from Procter & Gamble for its Nice 'N Easy brand, **Melanie Hurst** and **Laura Rogers** took home the Gold award.

**Ryan Van Dongen** of Cossette Media and **Michelle Cino** of Starcom MediaVest shared the Gold award in the Young Media category, which was open to media planners 30 and under and featured a brief from Dose.ca.

**Jon Murray** of Atlantic Canada-based **Colour** won Gold in the radio category for his work on a brief from Neutrogena, while **Wunderman's Lily Tse and Alex Furrer** took home top honours in the Direct category for their entry based on a brief from soap and cosmetics company Lush.

The awards were presented at the National Advertising Awards Festival, which took place last week in Toronto with **CanWest MediaWorks** the gold sponsor.

"National Advertising Awards sends 12 winners to Cannes"  
Marketing Magazine May 7, 2007