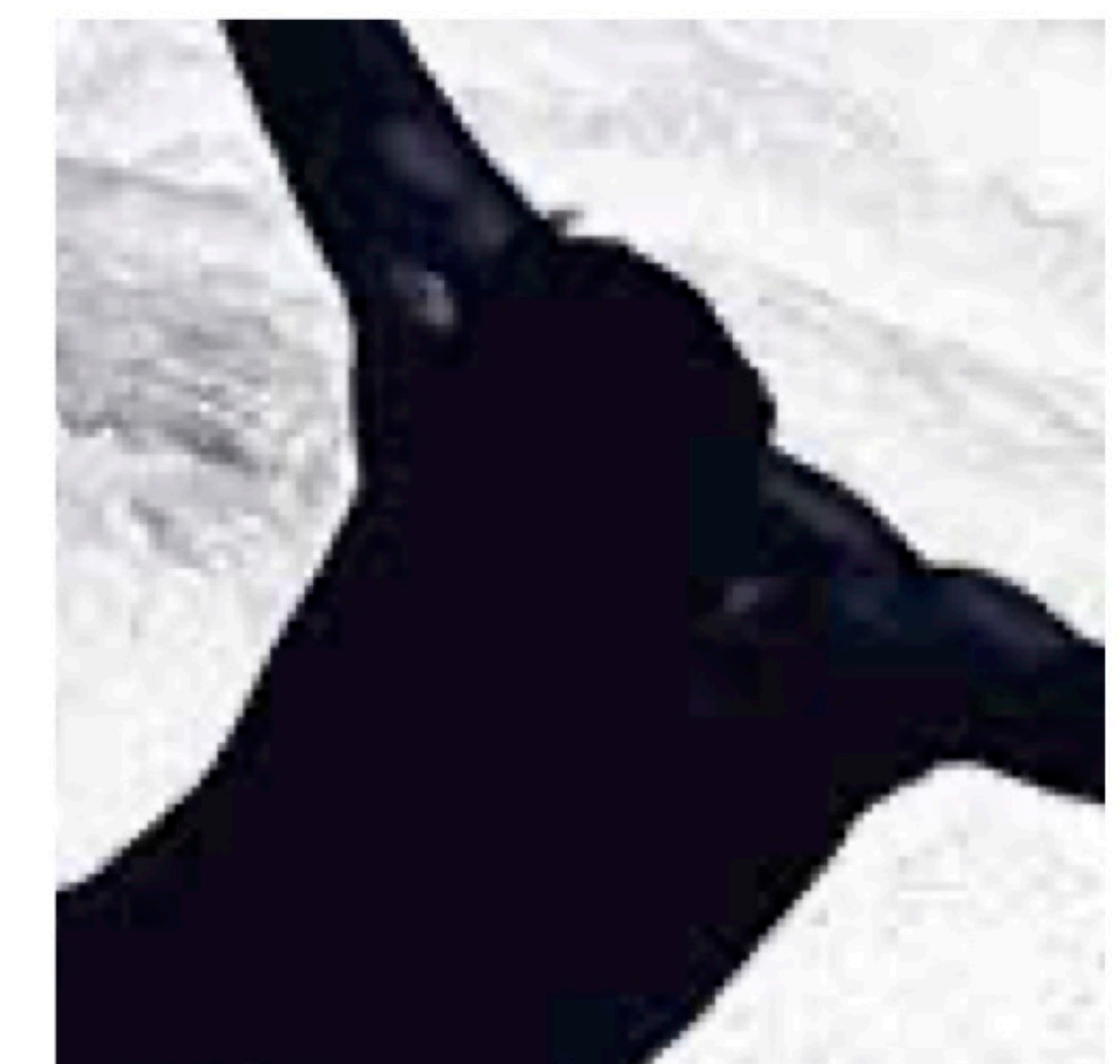
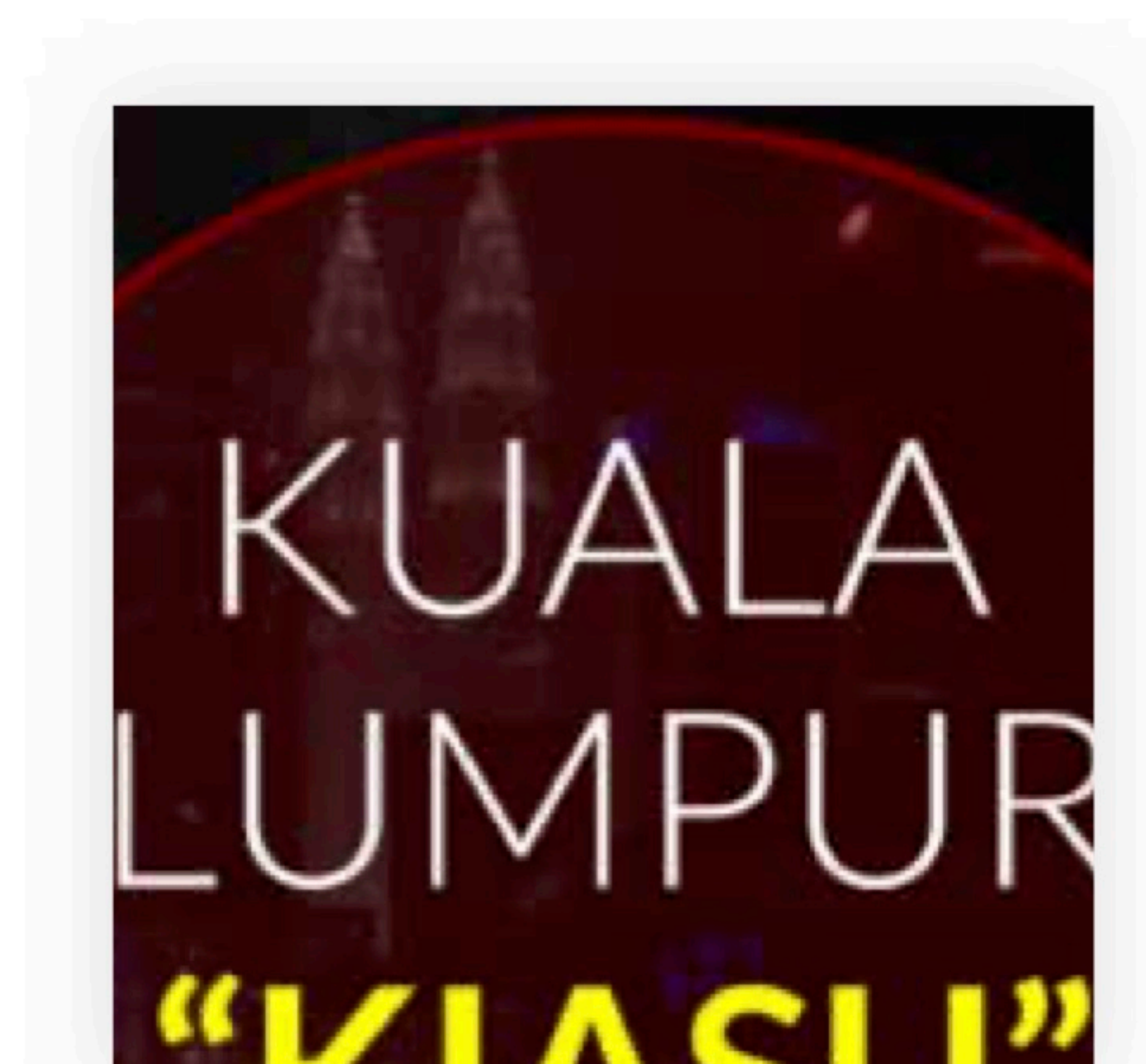
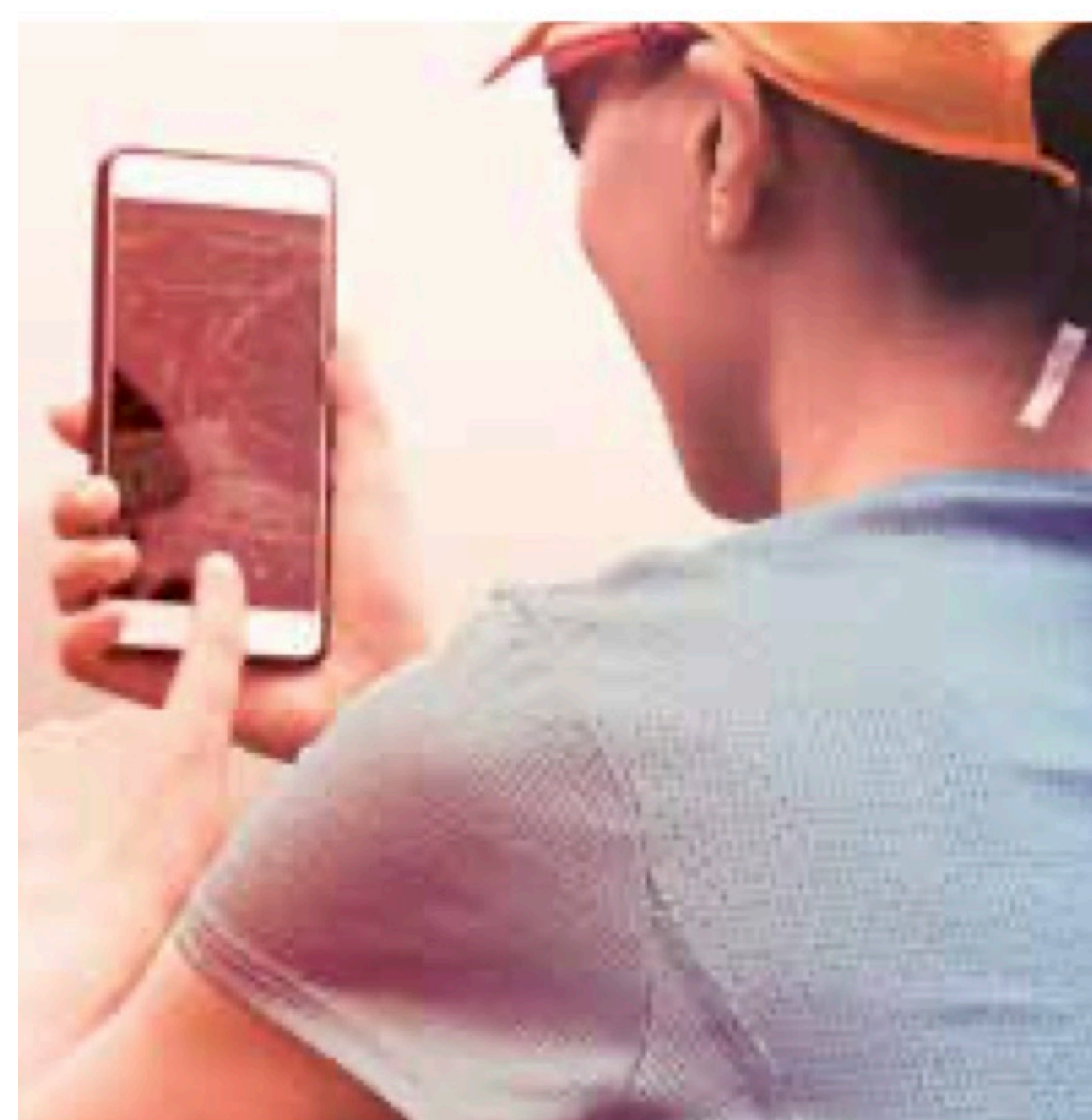
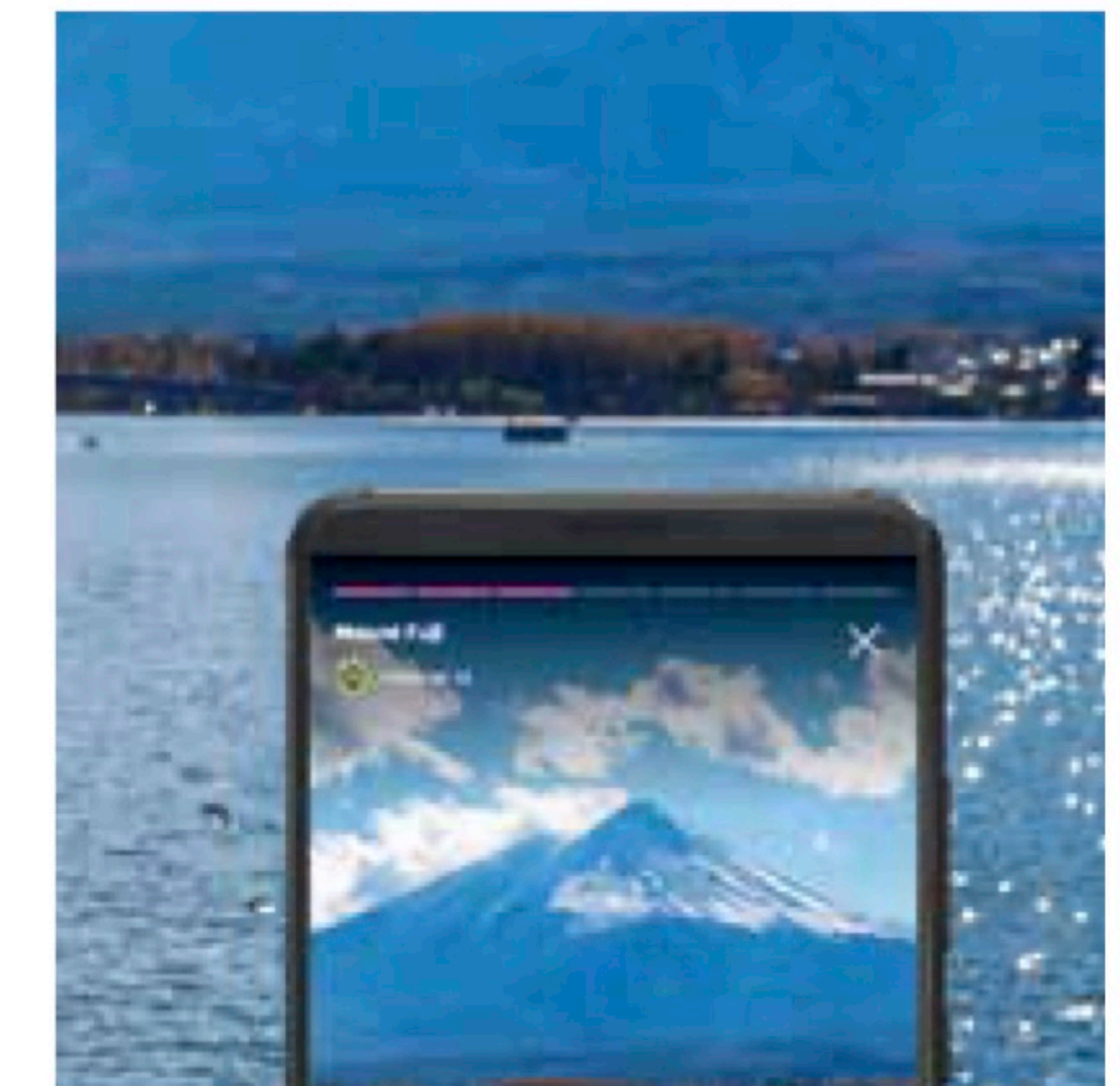


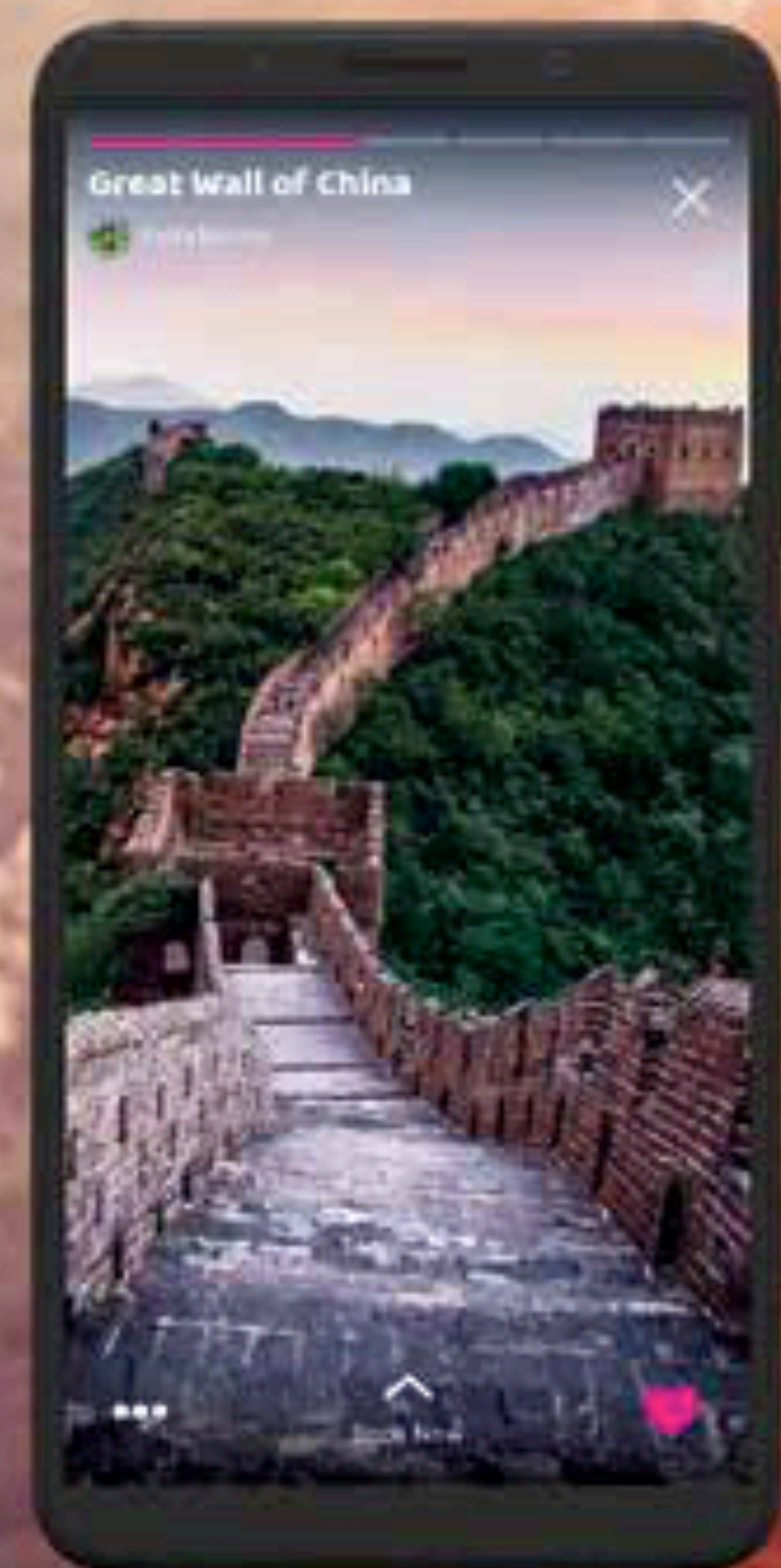
ADRIAN SOL CAMOENS



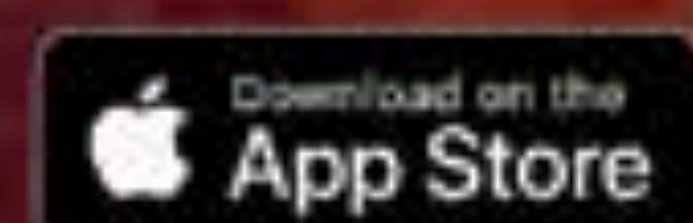
PORTFOLIO & CURRICULUM VITAE

vidi

PLAN YOUR NEXT
HOLIDAY
WITH VIDEOS
MADE BY PEOPLE
LIKE YOU



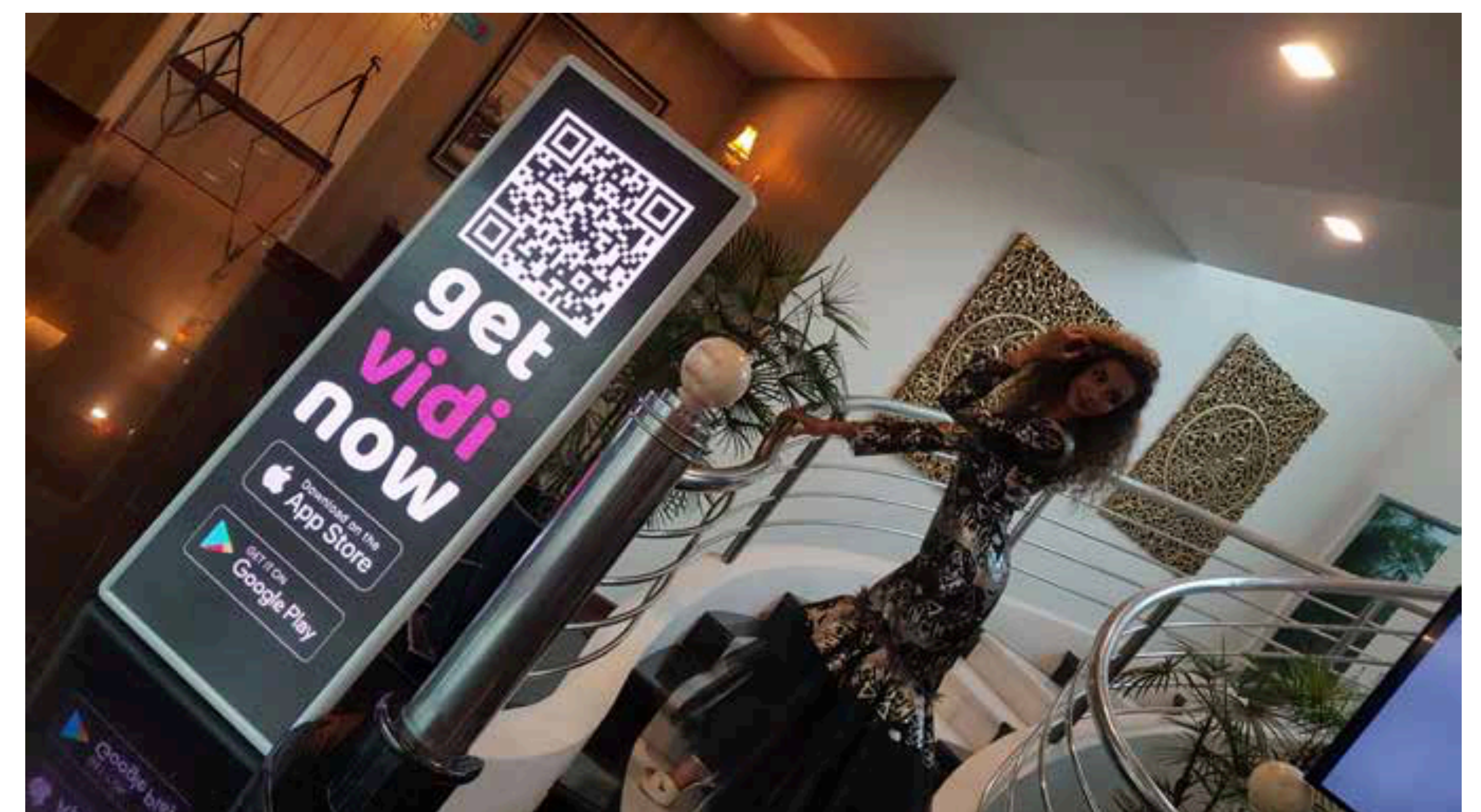
get **vidi** now



PROJECT: Vidi Full Page ad

CLIENT: Vidi

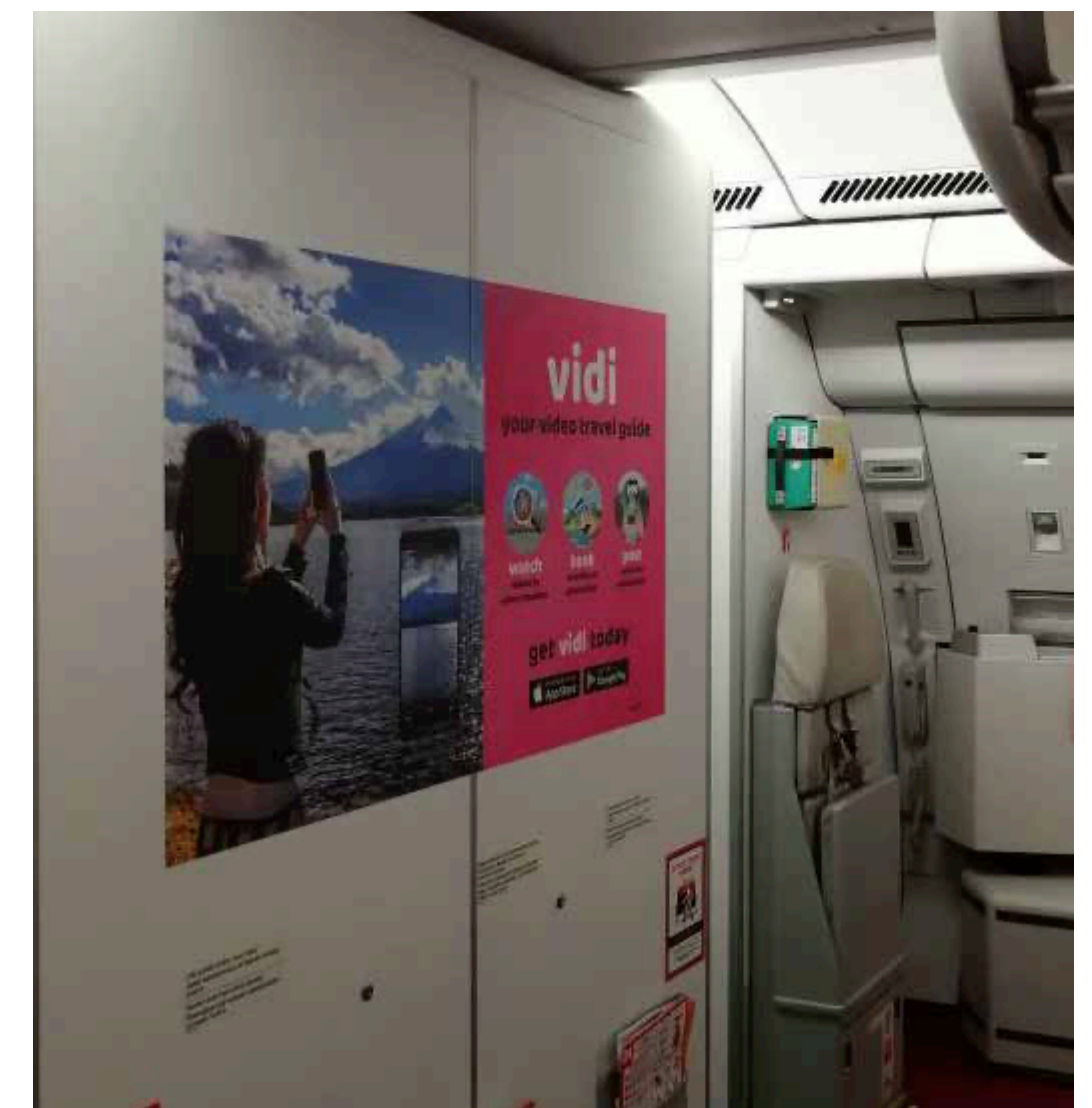
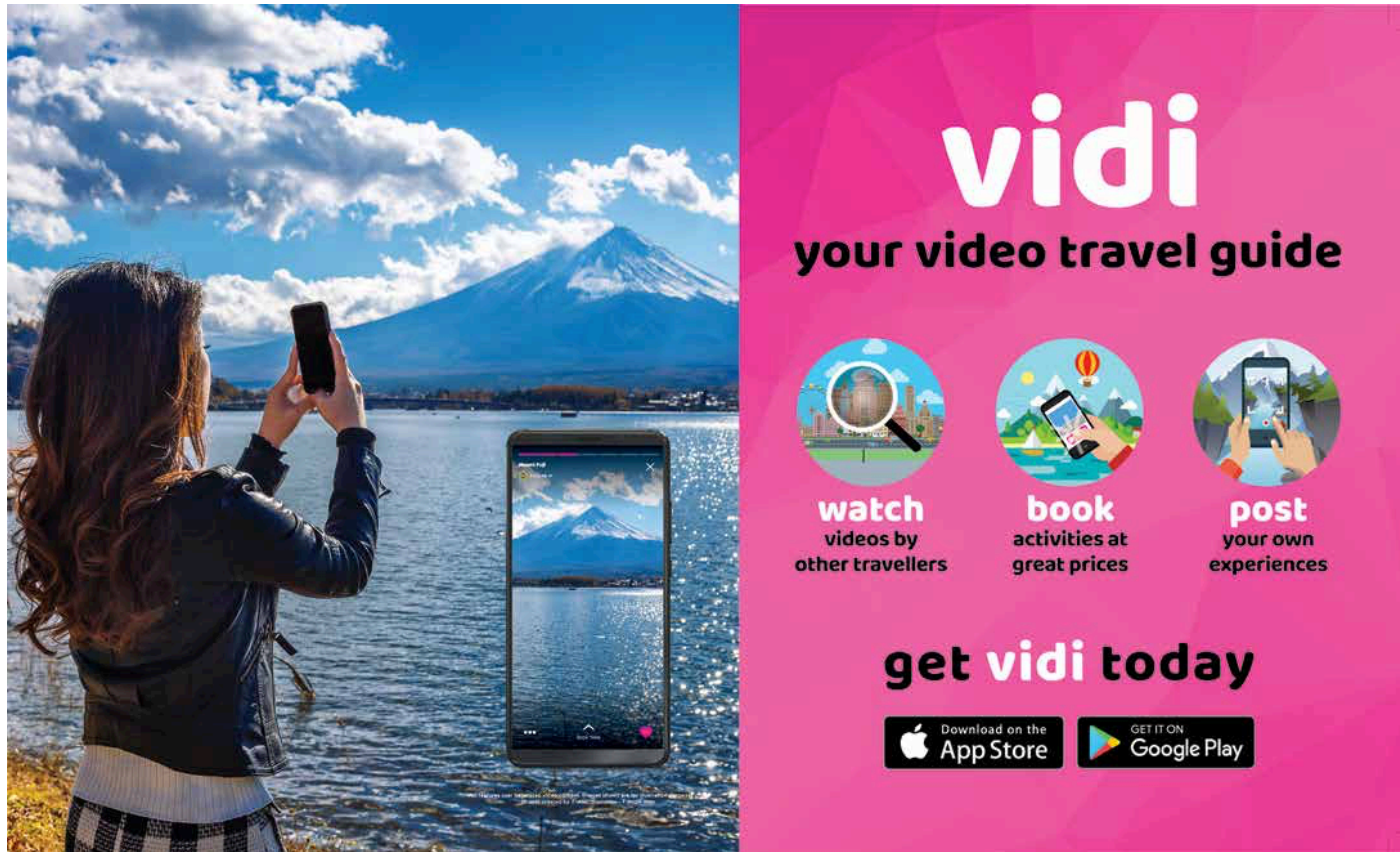
DESCRIPTION: Full page magazine ad created to promote Vidi's travel app.



PROJECT: Vidi LED Buntings

CLIENT: Vidi

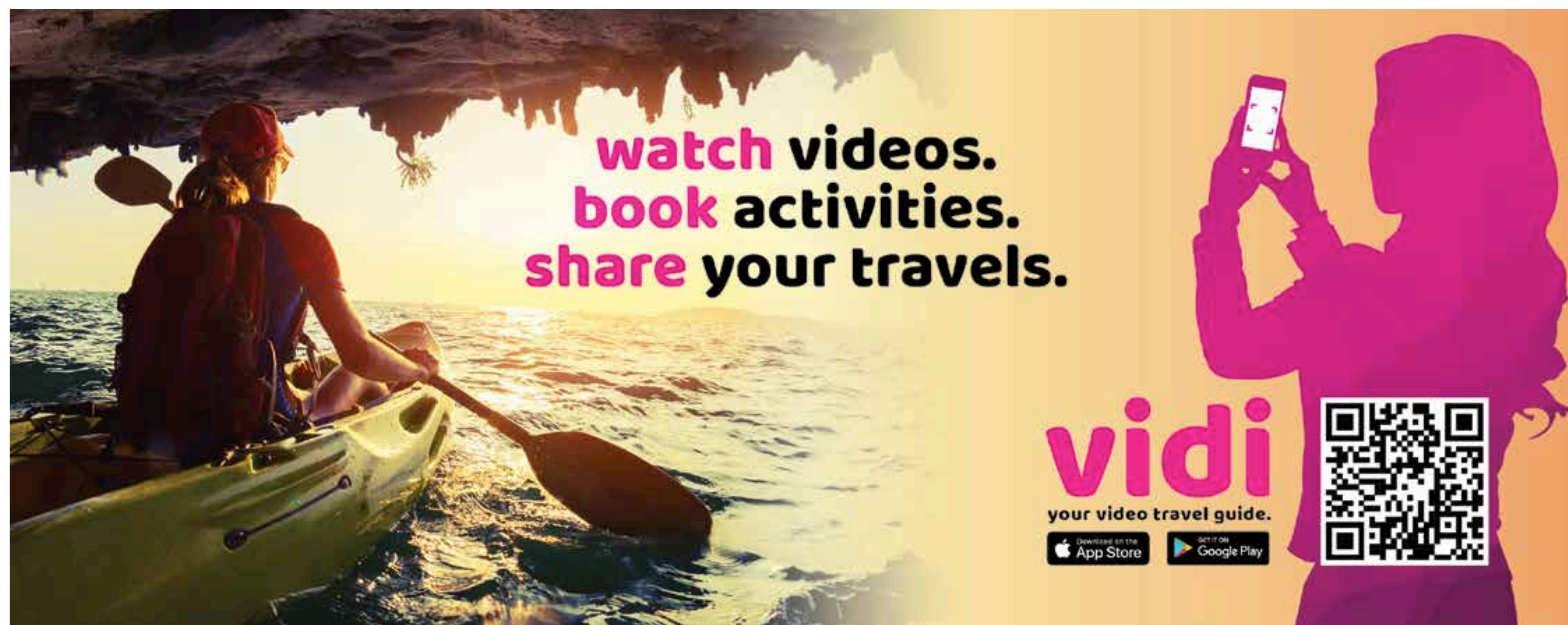
DESCRIPTION: LED Buntings created for Borneo Fashion Week, promoting Vidi's travel app. [Model unknown.]



PROJECT: Vidi In-flight Bulkhead Design

CLIENT: Vidi

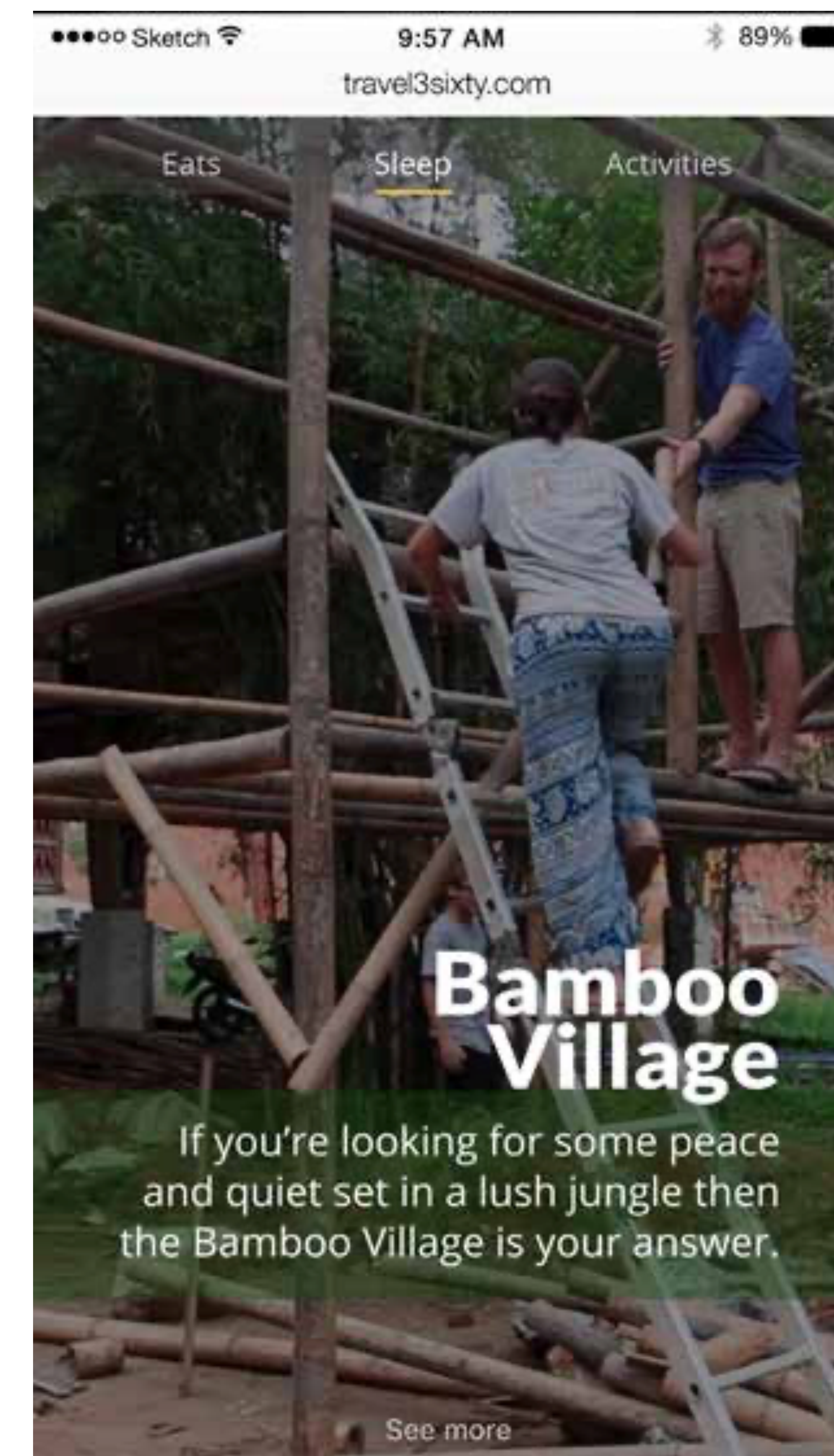
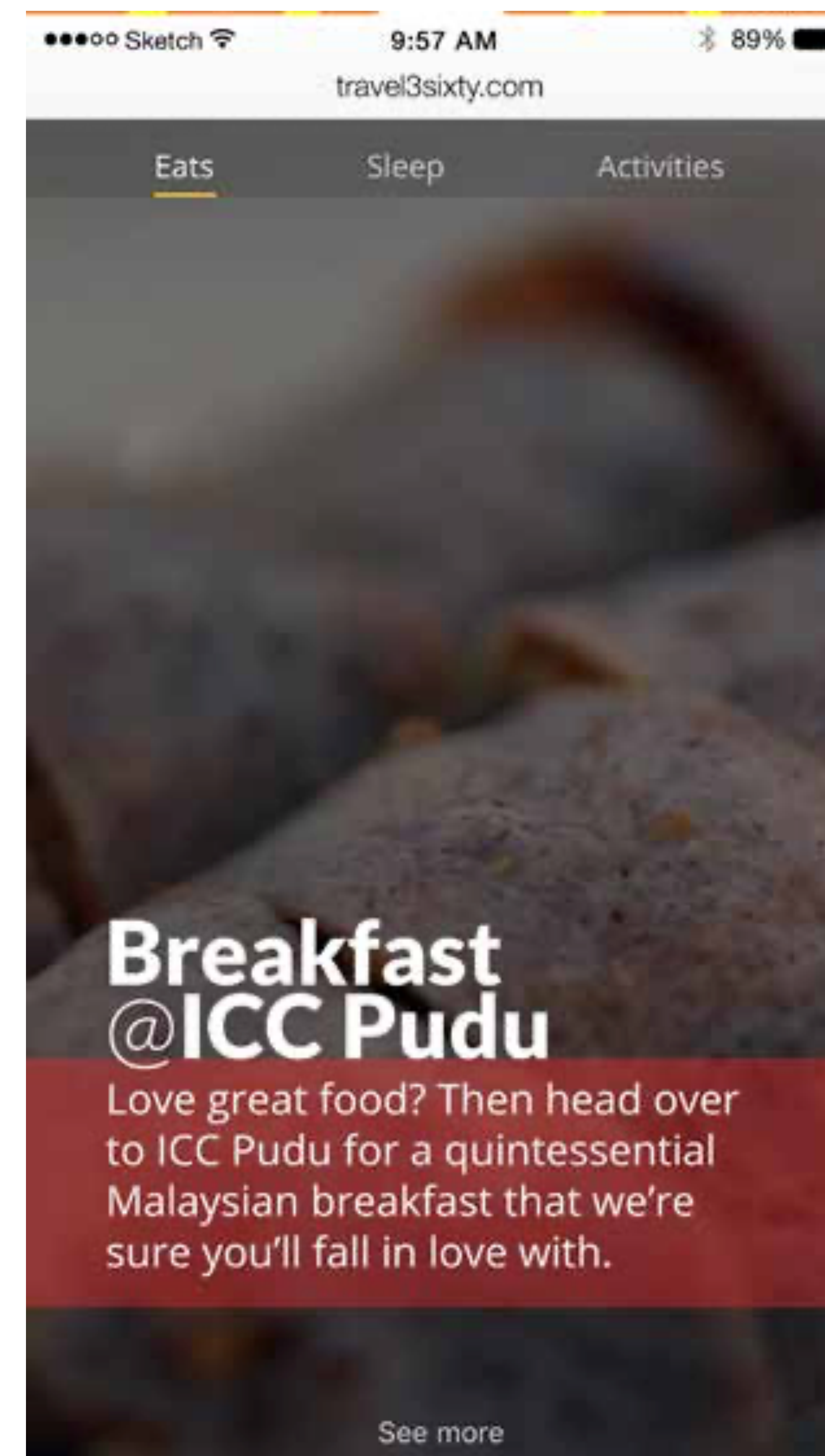
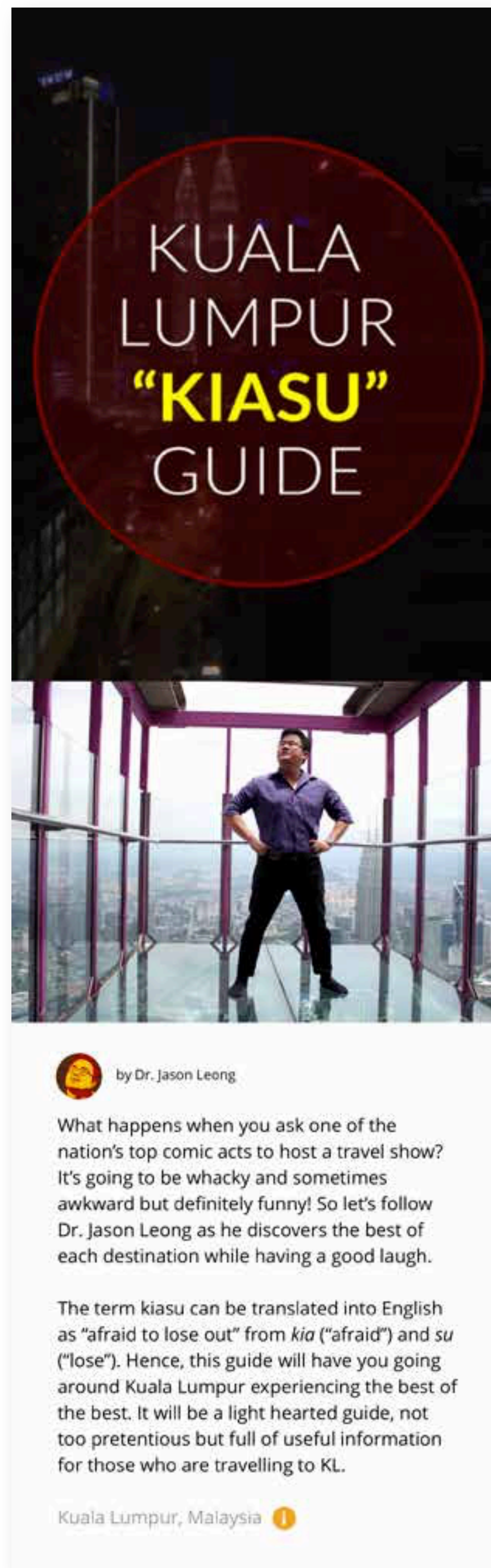
DESCRIPTION: Bulkhead design for AirAsia flights, created to promote Vidi's travel app.



PROJECT: Vidi Full Page ad

CLIENT: Vidi

DESCRIPTION: Bulkhead design for AirAsia flights, created to promote Vidi's travel app.



PROJECT: Travel 3Sixty "Kiasu" Guides - mobile landing page/ motion graphics stills

CLIENT: Vidi

DESCRIPTION: Landing page for Travel3Sixty video travel guide, starring Malaysian comedian Jason Leong. Each screen is a looping motion graphics video.



JASON TALKING TO CAMERA,
YOGA POSES IN BACKGROUND



PAN DOWN YOGA LADY DOING HAND STAND



JASON COMES IN FOR SELFIE, ZOOM IN PAST JASON,
FOCUS ON GROUND THROUGH GLASS FLOOR

PROJECT: Travel 3Sixty “Kiasu” Guides - storyboards and video stills

CLIENT: roKKi/Travel3Sixty

DESCRIPTION: Storyboards and video stills for Travel 3Sixty video travel guide, starring Malaysian comedian Jason Leong. I directed the video shoots for the travel guide in addition to editing the videos.

SHOP

LITTLE PENANG STREET MARKET is a monthly event held on every last Sunday of the month. Here, you'll find traditional crafts, books, contemporary artworks and even eco-friendly items made from recycled materials. As you shop, you'll be entertained with live music, dance performances and book readings.

Another place for great finds is **LORONG KULIT FLEA MARKET**, which opens daily and has a wide variety of goods, from antique trinkets to electronics. If you have a keen eye, you might just walk away with a treasure or two. It's also a good place to practise your haggling skills.

After all that bargain hunting, spoil yourself with some retail therapy at the **GURNEY PARAGON MALL**. With an eclectic selection of brands such as Rolex, Michael Kors and Victoria's Secret, this mall is a one-stop destination for all your shopping needs.

EAT

Penang is often called the food capital of Malaysia, and many locals plan road trips to the state just to feast on its delectable delights. One famous dish is **CHAR KOAY TEOW** (stir-fried flat noodles with seafood and eggs). Due to its popularity, this dish can be found on most street corners and coffee shops, but a popular place to savour this iconic Penang dish is **KAFE HENG HUAT** in Lorong Selamat.

No trip to Penang would be complete without a sampling of its famous **ASAM LAKSA** (rice noodles with a spicy and sour fish broth). This is another dish that can be found all over the island, with **PASAR AIR ITAM** being one of the best places to try it.

GETTING THERE AirAsia flies to Penang from various destinations. WWW.AIRASIA.COM

SPOTLIGHT: PENANG 3/3



Spanning 1,048 square kilometres, the Pearl of the Orient, as the city is affectionately known, sits on the northwestern coast of Peninsular Malaysia and is a favourite holiday destination for both locals and tourists alike.

EXPERIENCE

THE MADE IN PENANG INTERACTIVE MUSEUM is a great place to visit and take photos because you can be part of the three-dimensional interactive art. The wacky and creative backdrops make for great scenes, and you can strike a pose with many murals for different effects. For a quick history lesson, there's also a gallery featuring dioramas recreating events from years gone by.

A must-visit destination for history buffs is the **PENANG WAR MUSEUM**, which was formerly the Bukit Batu Maung Fortress. Anticipating enemy attacks during World War II, the British built the fortress to be impenetrable by sea, and so, when the Japanese invaded from inland instead, the soldiers guarding the fort were taken completely by surprise. The defenders were defeated and the fortress was consequently used as a prison. The fortress has been converted into a museum. It also maintains its claustrophobic tunnels that soldiers used to crawl through to get out of the compound.

For a relaxing getaway, head to **PENANG HILL**. At 2,000 feet above sea level, it's the perfect place to enjoy a beautiful panoramic view of the city. An upside to the high altitude is the cooler weather, with temperatures barely going beyond 21 degrees Celsius. At the top of the hill, immerse yourself in nature as you take a walk among the many tropical oak trees, carnivorous pitcher plants, ferns and cycads.

SPOTLIGHT: PENANG 2/3



Home to historic sites, colourful markets and sumptuous cuisine, Penang has something to offer everyone. **Joyce Ng Mei Jee**, Creative Designer for AirAsia, shares some of her favourite haunts in her home city. **WORDS: STUART DANKER**

SPOTLIGHT: PENANG 1/3

PROJECT: Travel 3Sixty Digital Magazine Spreads

CLIENT: roKki/Travel3Sixty


DESCRIPTION: Digital Magazine proposal for AirAsia inflight magazine



PROJECT: KORE “Globally Guilt Free”
digital magazine spreads

CLIENT: roKki/Tunebox

DESCRIPTION: Digital Magazine proposal
for AirAsia/roKki inflight streaming service




"I am a PEN Member because PEN's activities support the fundamental right to free expression—to write one's hopes, dreams, desires, and fears."

--A. M. Homes, PEN member since 1991

PEN American Center is a literary and human rights organization made up of readers and writers from all walks of life. While Edward Albee, Philip Gourevitch, Colson Whitehead, Edwidge Danticat, Amy Hempel, Michael Chabon, and Jhumpa Lahiri are a few of the more recognizable people who have lent their name to our cause, we also count hundreds of passionate readers, students, educators, translators, booksellers, publishers, and editors as vital and active members. You can view a complete list of our members at www.pen.org.

Become a member of PEN today and join us in our fight to defend free expression and support an international literary community.

www.pen.org/join




LIU XIAOBO:
Writer, poet, critic,
2010 Nobel Peace Prize laureate

Sentence:
11 years in prison

Crime:
Writing

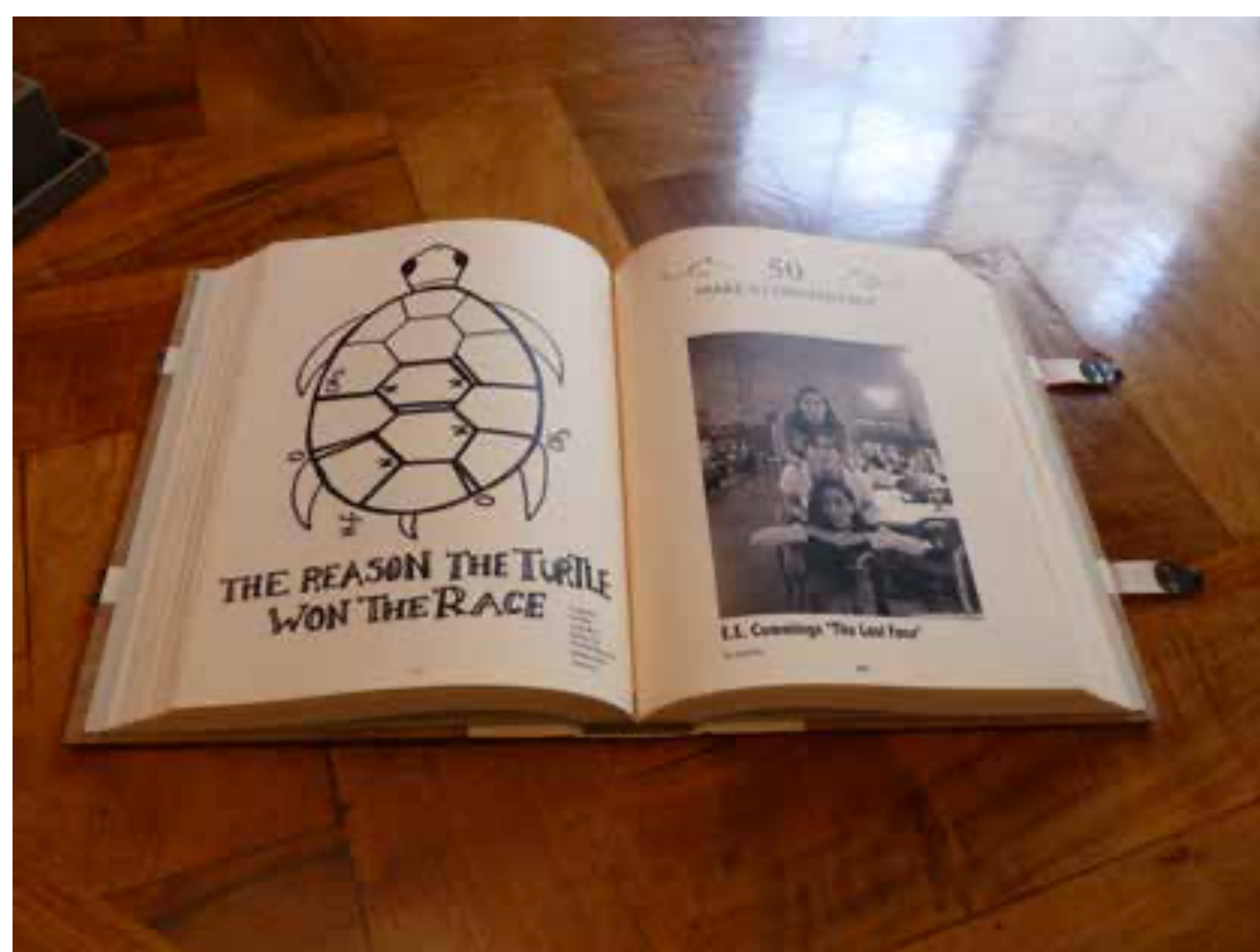
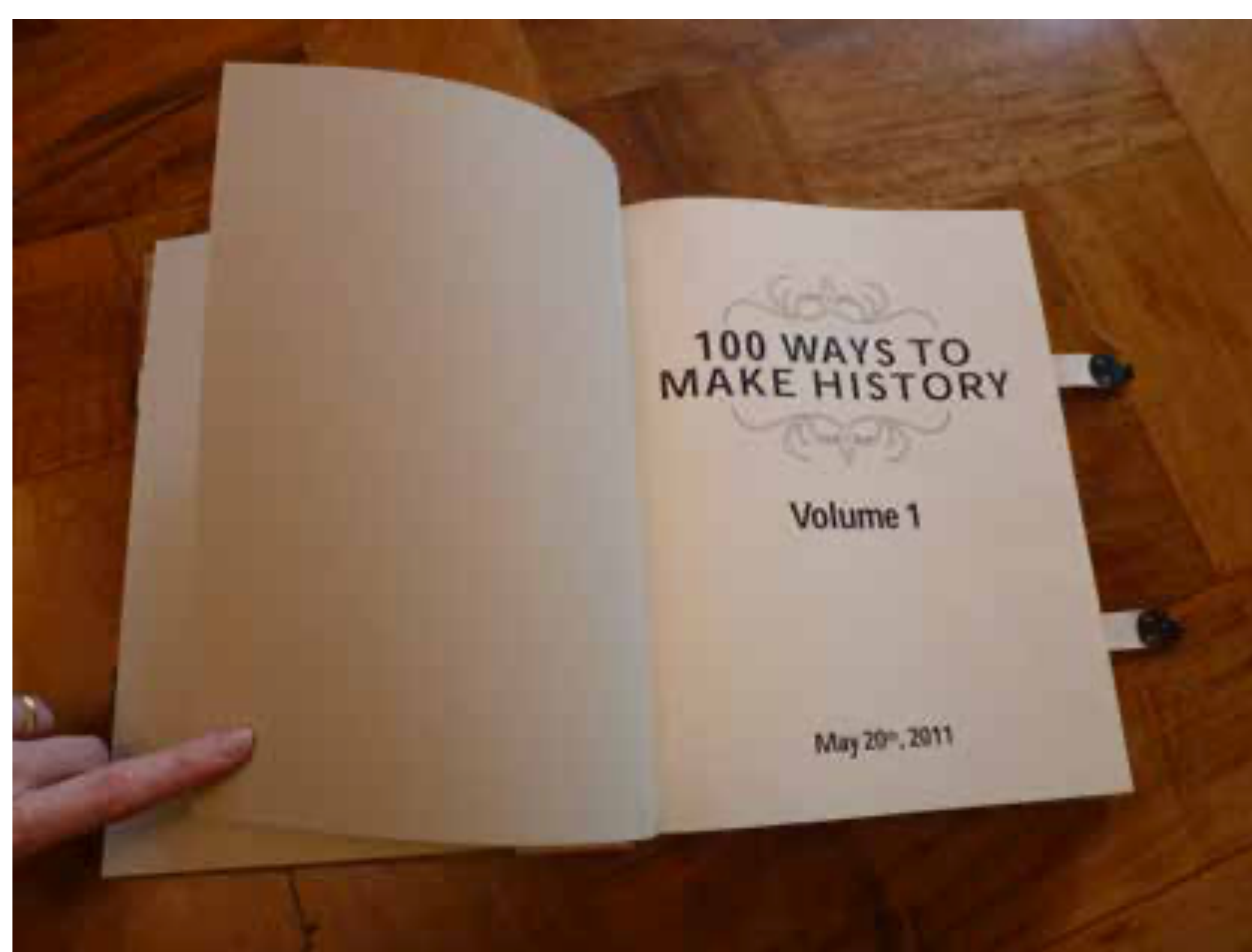
MAKE A DIFFERENCE:
Join PEN's efforts to free expression
www.pen.org/action



PROJECT: PEN Recruitment ads

CLIENT: PEN American Center

DESCRIPTION: Recruitment ads for Pen American Center, a non-profit organization based in New York City. The ads stress the organization's mission, which is advocacy for journalists and other writers, as well as the importance of free speech.



PROJECT: NYPL “Find the Future” book

CLIENT: New York Public Library

DESCRIPTION: Layout and design for NY Public Library event book “Find the Future”. The event was part of NYPL’s centennial celebration. The book is now a part of the New York Public Library’s permanent collection of rare books.

curriculum vitae

EDUCATION

Masters Degree, Communication Design

Pratt Institute (New York)
Attended September 2008 - May 2010
Selected for exclusive class to research and design bath gel bottles for Colgate-Palmolive corporation.

Bachelor’s Degree, Illustration

Pratt Institute (New York)
Attended September 1997 - May 2001
*Awarded the Circle Award for Academic Achievement
Graduated May 2001 with honours*

High School Diploma from International School Manila

Graduated May 1997 with high honours
Won Awards for Art and Writing

SOFTWARE

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects),
Sketch, Pro Tools, Powerpoint

SKILLS

Art direction, project management, team leadership, video editing, motion graphics, layout, design, copy writing, sound editing, story board illustration

EMPLOYMENT

Vidi

Creative Director
Oct 2017-Dec 2018
Head of creative department for online tourism agency; created videos as well as print and online marketing collaterals.

roKKi/Travel3Sixty

Digital Designer; Project Manager
Aug 2014-April 2017
Created digital magazine, marketing materials for print and web, and roKKi in-flight tokens; managed, directed and edited video travel guide.

PEN American Center, NYC

Designer
Sep 2009-Sep 2011
Designed ads, posters, brochures, programmes, and other communication materials for NPO based in New York City while I was pursuing my Master’s Degree.

Victory Aspects

Creative Director
Sep 2005 - April 2008
Came up with visual directions for marketing campaigns, corporate identity, brochures, billboards. Guided junior designers through their tasks.

Smart Home Publishing

Head Designer
Feb 2005 -August 2005
Revamped magazine and website, designed magazine layouts from month to month.

Write Track Publishing

Graphic Designer
Jan 2004 - Jan 2005
Designer for Pargolf Magazine and Asian Bowling Digest, revamped Asian Bowling Digest, created golf vacation brochure for Tourism Malaysia as well as various brochures, catalogues, and ads.

Freelance Designer/ Video Editor/Director/Producer

May 2001-Present
I have been freelancing on and off since May 2001. In that time I have worked on various print, web,video, and mobile projects, as well as produced. podcasts.