

# Farhan Jaffar

Visual Storytelling | Creative Leadership

## CONTACT

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## EDUCATION

SIT - DIGIPEN  
BFA, Animation  
2018

NANYANG POLYTECHNIC  
Diploma with Merit  
2014

## CAREER HIGHLIGHTS

**Showcase Curation:** Expanded brand recognition on a company comic series via exhibition of illustrated works that resonated with the community.

**Content Strategy:** Executed changes to comic series that increased engagement rates on published content.

**Arts Advocacy:** Increased awareness on arts accessibility and validity of different art styles via national broadcast.

## EXPERTISE

NARRATIVE SCRIPTWRITING

SEQUENTIAL ART

CONTENT ANALYSIS

## PROFESSIONAL SUMMARY

Seasoned visual artist with a deep love of using stories to connect people and encourage open, honest conversations - by identifying key themes important to the community, streamlining information into easily understood portions, and providing visually appealing solutions to carry these ideas to the public.

## EXPERIENCE

OUR GRANDFATHER STORY - Singapore, SG  
**Creative**, May 2021 - Present

*Reporting to Head of Micro-Content, responsibilities include overseeing and creating comics, training team on scriptwriting and illustration workflows, tracking performance metrics, and identifying branded content opportunities.*

- Increased average engagement rate of 'Sincerely,Singles'; a series about handling the ups and downs of life as a young adult, to 14% in H1 of 2023.
- Curated existing content for release on a new platform with a 37% follower increase within its second month.
- Worked closely with the team on strengthening narratives, with successful comics achieving engagement rates up to 44% in 2022.

SELF-EMPLOYED/FREELANCE - Singapore, SG  
**Illustrator**, Oct 2017 - Current

*Reporting directly with clients to deliver illustrated content in collaborative and independent projects across various mediums.*

- Fostering connections through projects for Singapore Design Week, Radin Mas Art Week and Singapore Comic Con.
- Collaborated on projects for notable clients such as S.E.A Aquarium, IMDA, Singtel, Zalora, Nike, and others.
- Contributed showcase artwork for the PUB and ArtBlokv, as well as limited run merchandise for The Projector.

PROTOCOL PTE LTD - Singapore, SG  
**Animation Artist**, Jun 2019 - Sep 2019

*Working closely with the Business Team, responsibilities include creating motion graphics animations and digital illustrative works for online distribution with clients such as Meiji, Transitlink, and Starhub.*

REDEYE STUDIO - Singapore, SG  
**Game Artist Intern**, Jan 2018 - Apr 2018

*Reporting to Creative Director, responsibilities include supporting the art team on digital illustrations for pre-production and UI/UX assets for major properties like Disney and 'One Piece'.*