

ANG SHENG JIN

CREATIVE DIRECTOR / ART DIRECTOR



Sheng Jin is one of Singapore's most accomplished creatives, renowned for his consistently high level of creative excellence. He rose through the ranks at the respected 10AM Communications before joining Wunderman Thompson (formerly JWT), where he played a key role during the agency's creative peak. He later brought that same creative spark to McCann and Grey Singapore.

Now Executive Creative Director at MullenLowe Singapore, Sheng Jin leads the agency's creative output across all brands. Under his leadership, MullenLowe has doubled its business, expanding beyond its Unilever roots to win new business across global, regional, and local markets.

Named Best New Art Director at the 2005 Gongs, Sheng Jin has since earned over 500 awards, including Golds and other metals across recognised advertising and design shows. Career highlights include multiple Cannes Lions, with four Golds — three of which were Singapore's first in the Design, Brand Experience & Activation, and Health & Wellness categories.

He has led MullenLowe Singapore to some of its most defining achievements. In 2015, the agency won a Spikes Asia Grand Prix, followed by Singapore's first Cannes Gold Lion in Health in 2016. In 2020, Cannes Lions recognised MullenLowe as one of the Top 10 Creative Agencies of the Decade (Asia).

In 2022, the agency delivered a historic sweep at the Gongs, winning Best of Show, Agency of the Year, Digital Agency of the Year, Client of the Year for Unilever, and nearly every major "Best of" category. In 2023, he made a mark for Singapore by leading MullenLowe to become the country's first Digital Agency of the Year at AdFest. The agency also brought home Singapore's first Grande (Grand Prix) in nearly two decades, along with multiple accolades for campaigns such as Closeup's City Hall of Love and iSEE's Leave With Pride.

Sheng Jin has served as a jury member at prestigious award shows including Cannes Lions, One Show, LIA, Spikes Asia, AdFest, and M.A.D. Stars. He is also a two-time Designer of the Year Finalist at the President's Design Award (2010, 2017/18), which recognises individuals for major contributions to Singapore through design.

Motivated to drive brands with creative ideas, a deep passion for nurturing talent drives him; his dedication to mentoring young creatives has helped shape a new generation of creative leaders.

EXPERIENCE

Creative Director – Executive Creative Director
2012 – Present: MullenLowe Singapore

Associate Creative Director
2010 – 2012: Grey Singapore

Senior Art Director – Head of Art
2008 – 2010: McCann Singapore

Senior Art Director
2006 – 2008: JWT Singapore

Art Director
2003 – 2006: 10AM Communications

CONNECT

angshengjin@gmail.com
065-92993995
www.linkedin.com/in/sheng-jin-ang

AWARDS AND RECOGNITION

Cannes Lions – 4 Golds / 8 Bronzes / 55 Shortlists
D&A – 1 Graphite / 6 Wood / 5 Shortlists
One Show – 1 Gold / 4 Silvers / 2 Bronze / 26 Merits
One Show Asia – 3 Bronzes / 2 Merits
Clio – 4 Bronzes / 1 Shortlist
Clio Health – 1 Gold / 1 Silver / 2 Bronzes / 2 Shortlists
New York Art Directors Club – 1 Gold / 1 Distinctive Merit
AWARD – 1 Silver
London International Award – 3 Silvers / 4 Bronzes
Communication Arts – 8 In-Book
Epica – 1 Silver
Adfest – Digital Agency of the Year Singapore 2023
Adfest – 1 Grande / 6 Golds / 13 Silvers / 28 Bronzes / 16 Shortlists
Spikes Asia – Agency of the Year Singapore 2022
Spikes Asia – 1 Grand Prix / 3 Gold / 7 Silvers / 17 Bronzes / 17 Shortlists
Gerety Award – 2 Bronzes / 1 Finalist
M.A.D. Stars – 2 Golds / 4 Silvers / 3 Bronzes / 9 Crystals
Young Guns – 1 Gold / 1 Bronze
Singapore President's Design Award: Designer of the Year – 2 Finalists
Creative Circle Awards – Best New Art Director
Creative Circle Awards – Agency of the Year 2016 / 2017 / 2022
Creative Circle Awards – Digital Agency of the Year 2022
Creative Circle Awards – Best of Show / 9 Best of Categories
Creative Circle Awards – 44 Golds / 55 Silvers / 66 Bronzes / 58 Finalists
Effies – 2 Silvers / 2 Bronzes / 1 Finalist
Marketing Effectiveness Award – 9 Golds / 9 Silvers / 6 Bronzes