

Farhan Haniff

Art director

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Singapore



I make ideas that feel human, with whatever it takes to build them. Seven years of campaigns, films and brand work for Google, Samsung, UOB, MSIG and CapitaLand, now with generative AI built into how I concept, prototype and produce.

Experience

2016 to now

Awards



Tilt

Art director

Aug 2024 to present

- Brought generative AI into the agency's process from pitch to production, setting up the workflows, tools and prompt standards the team now uses.
- Directed AI films end to end: concept, character and world references, prompt direction in Seedance, voice in ElevenLabs and the final edit in After Effects.
- Played a key role in winning pitches for **CapitaLand**, **Thrive by The Business Times**, **SMU**, **MSIG**, **Sony**, **VivoCity** and **A*STAR**.
- Delivered work across insurance, government, retail and public safety for CAAS, PCF, SPH Media, MFA, Watsons and NCPC.

- 2026 Hashtag Asia Awards, Best Social Media Innovation (GNC, only at Watsons)
- 2026 Marketing Interactive, Boutique Agency of the Year (Tilt)
- 2023 The One Show, #1 agency in Singapore (Toaster)
- 2023 Campaign Brief Asia, #2 agency in Singapore
- 2020 MMA Smarties APAC, Gold and Bronze · Markies, 3× Silver · Ad Stars, Bronze and Shortlist · The One Show, 2× finalist · Spikes Asia, Shortlist · Campaign Brief The Work, Winner · Best Ads on TV, Best of TV
- 2017 Crowbar Awards, Bronze



DDB Group Singapore

Art director

May to Aug 2024

Concepted and crafted always-on social for Audi and Esso, working daily with creatives, planners and account teams.

Skills

Creative

Concept development, art direction, campaign and film, visual design, UX design

AI and code

Claude and Claude Code, prompt direction, Seedance, Seedream, Nano Banana, GPT Image, Midjourney, Kling, Sora, ElevenLabs

Tools

Photoshop, Illustrator, After Effects, Premiere Pro, Figma, Framer

Education

Temasek Polytechnic

Diploma in Communication Design, 2014 to 2017

Vertical Institute

UX Design Bootcamp, 2021



Toaster

Art director 2022 to 2024 · Junior art director 2020 to 2022 · Creative intern 2019

Sep 2019 to Apr 2024

- Led concepts, art direction and visual storytelling for Google, Samsung, UOB, GNC and Re-foods across APAC.
- Took ideas from first scribble to finished film with designers, motion artists and production houses.
- Part of the team named Singapore's #1 agency by The One Show in 2023.



Ogilvy

Junior art director, internship

Aug to Nov 2016

Helped win the MCCY pitch and produced EDMs, banners and key visuals for Singtel.