

SUET HOON YIN

ASSOCIATE CREATIVE DIRECTOR

CREATIVE LEADERSHIP • BRAND SYSTEMS • OPERATIONAL INNOVATION

CONTACT

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LinkedIn
Portfolio

LEADERSHIP PROFILE

20 Years Experience
10 Years with S&P Global / IHS Markit
2 Corporate Integrations
5 Direct Reports
34-Person Enterprise Marketing Organization
Enterprise Marketing Leadership
Malaysia Governance Group

CORE EXPERTISE

Creative Leadership
Creative Strategy
Brand Systems
Brand Governance
Team Development
Stakeholder Management
Enterprise Marketing
Creative Operations
Operational Innovation
AI-Enabled Workflows
Cross-Functional Leadership
Integrated Campaign Development

EXECUTIVE SUMMARY

Associate Creative Director with 20 years of experience leading global brand, campaign, and creative initiatives across enterprise organizations. Progressed from Brand Design Specialist to Associate Creative Director through two major corporate integrations (IHS → IHS Markit → S&P Global), earning increasing responsibility in creative leadership, brand governance, operational innovation, and team development.

Partner with stakeholders across North America, EMEA, and APAC to deliver strategically grounded solutions that strengthen brand consistency, improve operational effectiveness, and support business growth.

LEADERSHIP HIGHLIGHTS

- Lead a team of five creatives while collaborating across a 34-person Enterprise Marketing organization.
- Partner with stakeholders across Market Intelligence, Energy, Ratings, Dow Jones, Mobility, and Corporate divisions.
- Established a monthly Design Forum that promotes knowledge sharing, peer feedback, creative excellence, and visibility across distributed hybrid teams.
- Developed AI-enabled workflow solutions, prompt libraries, and project intake quality-control frameworks that improved briefing quality and reduced operational friction.
- Extended enterprise creative frameworks into scalable divisional, product, and solution-level applications while maintaining strategic consistency across marketing initiatives.
- Represent Enterprise Marketing in governance initiatives focused on operations and engagement.

PROFESSIONAL EXPERIENCE

S&P Global (formerly IHS Markit) - Penang, Malaysia

- **Associate Creative Director | Jun 2023 – Present**
 - Lead creative strategy and execution across enterprise and divisional brands.
 - Lead a team of five creatives supporting global marketing initiatives.
 - Partner with stakeholders across APAC, EMEA, and North America.
 - Guide concept development, creative reviews, and brand governance.
 - Drive AI-enabled workflows, prompt libraries, and process improvements.
 - Mentor and develop creative talent through coaching and feedback.
- **Brand Design Principal | Feb 2021 – May 2023**
 - Led strategic design direction aligned with global business priorities.
 - Guided enterprise and divisional marketing initiatives across brands.
 - Contributed to brand architecture, governance, and design systems.
 - Mentored designers and strengthened creative standards.
 - Partnered with stakeholders to translate business needs into solutions.
- **Senior Brand Design Specialist | Feb 2019 – Jan 2021**
 - Led integrated digital and brand initiatives across multiple markets and business divisions.
- **Brand Design Specialist | Jul 2016 – Jan 2019**
 - Designed digital campaigns, microsites, templates, and marketing assets supporting global initiatives.

BUSINESS DIVISIONS

Market Intelligence
Energy
Ratings
Dow Jones
Mobility
Corporate

LANGUAGES

English – Fluent
Mandarin – Fluent
Malay – Conversational
Hokkien – Fluent
Cantonese – Fluent
Hakka – Fluent

REFERENCES

Available Upon Request

CTSky Technologies - Penang, Malaysia

- **Senior Web Designer | Dec 2010 – Jun 2016**
 - Led web and user interface design across responsive digital platforms for regional and international clients.
 - Managed end-to-end creative development from concept through delivery while partnering with developers and stakeholders.
 - Mentored junior designers and contributed to the development of design standards and best practices.
- **Web Designer | Dec 2006 – Nov 2010**
 - Delivered web, mobile, and front-end design solutions across a diverse portfolio of client projects.
 - Developed expertise in visual communication, user experience, and digital execution that formed the foundation of future leadership roles.

SELECTED STRATEGIC CONTRIBUTIONS

- Enterprise Marketing Workflow Innovation**

Developed prompt libraries, AI-assisted workflow agents, and project intake quality-control frameworks that improved briefing quality, accelerated creative development, and reduced operational friction.
- Brand Architecture & Governance**

Led and contributed to multiple brand architecture, endorsed-brand, and portfolio alignment initiatives across enterprise and divisional brands, improving consistency, scalability, and governance across complex brand ecosystems.
- Brand Systems Development**

Extended enterprise-level creative frameworks into scalable divisional, product, and solution-level applications that maintained strategic consistency while supporting diverse marketing needs.

LEADERSHIP & COMMUNITY IMPACT

- Malaysia Governance Group Member | 2024 – Present**

Represent Enterprise Marketing in site-level governance initiatives focused on employee engagement, operations, and organizational effectiveness.
- Enterprise Marketing Engagement Initiatives | 2023 – Present**

Co-led annual Enterprise Marketing initiatives for the Penang office, bringing together multiple teams to strengthen collaboration, reinforce organizational goals, and support employee engagement and development.
- Diversity, Equity, Inclusion & Belonging (DEIB) | 2020 – 2021**

Served as lead and committee member supporting inclusion initiatives across Penang and APAC.
- Women Circle of Power | 2018 – 2020**

Served as lead and committee member supporting mentorship, professional development, and employee engagement initiatives.

EDUCATION

- University of Missouri – Kansas City - Kansas City, Missouri, USA**
 - Bachelor of Art Graphic Design & Multimedia
 - Bachelor of Science Information Technology

RECOGNITION

- Outstanding Contribution Award – Creative Services | 2016 & 2019**
- Excellent Service Award – Diversity & Inclusion | 2021**
- Appreciation Award – Penang Women Circle of Power | 2019**