



*Sharon  
Tang  
Creation*

# PORTFOLIO

IP Designs  
Wall Design Creatives  
Projects

# ABOUT US

## 关于我们

### SHARON



Caricature artist, 17 years experience on live caricature performance. Founded Shake's Caricature in Singapore and Sharon Tang Creation in San Francisco. Focuses on live drawing for corporate events. Experienced working with fortune 500 companies from tech giants like Google, Facebook, to consumer leaders Dior, Volkswagen. Member of ISCA.

### KEN

Experienced in product management. Finance turned entrepreneur then later began his product management career in software development. Cofounded Sharon Tang Creation focusing on product development and creative projects.





# ANDERSEN'S DREAM WORLD

重庆安徒生乐园

Client wanted to create a theme park centering Andersen's fairy tales situated in a soon developed shopping mall. We were hired to design the characters appear in his most famous tales. As part of the project, we were also commissioned to design several illustrations for their publications.



## ILLUSTRATIONS



- |   |   |   |
|---|---|---|
| 1 | 2 | 3 |
| 4 | 5 | 6 |

1. The Princess and The Pea
2. The Wild Swans
3. The Little Mermaid
4. The Little Match Girl
5. The Thumbelina
6. The Emperor's New Suit

# CHARACTER DESIGN



# ◎NEPIECE WORK

## 无二空间办公室墙身创意

The Client is a multi-city fast expanding co-working space startup. They wanted us to create wall designs that reflect the Silicon Valley culture. We engaged in different materials and format to create the end result, along with demonstrating the spirit through delivering an unique experience.



MURALS  
墙绘



DECORATIVE DESIGN  
墙身设计

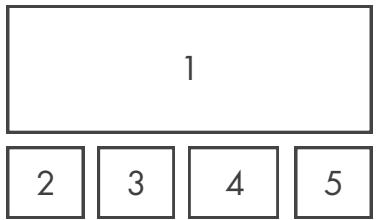


EXPERIENCE DESIGN  
互动体验

# MURALS

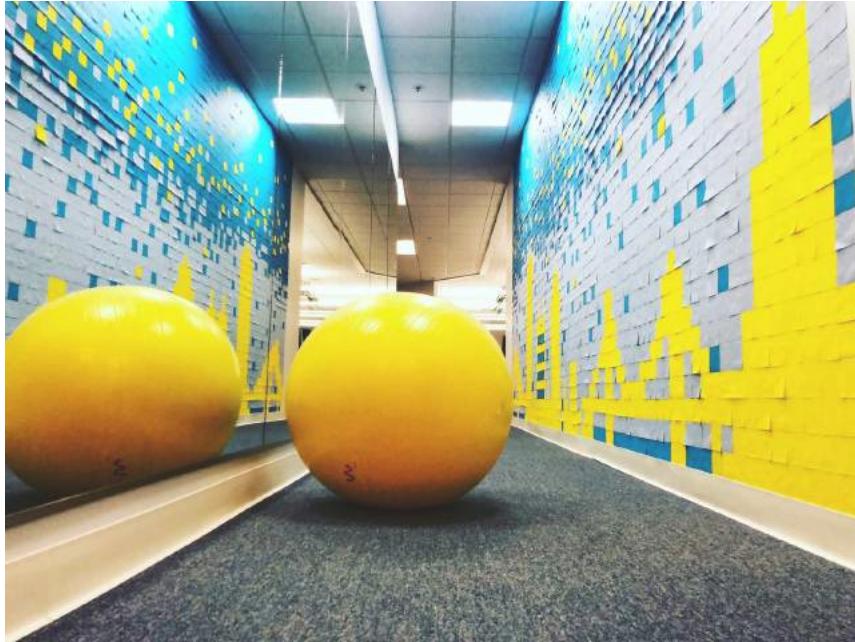


The client wants the office wall to speak for who they are. The keywords being “love what you do”, “enthusiasm”, and “bridging China and US”. We proposed a group caricature of Chinese and US entrepreneurs. The simple white and yellow murals align well with client’s brand, sharp and clean.

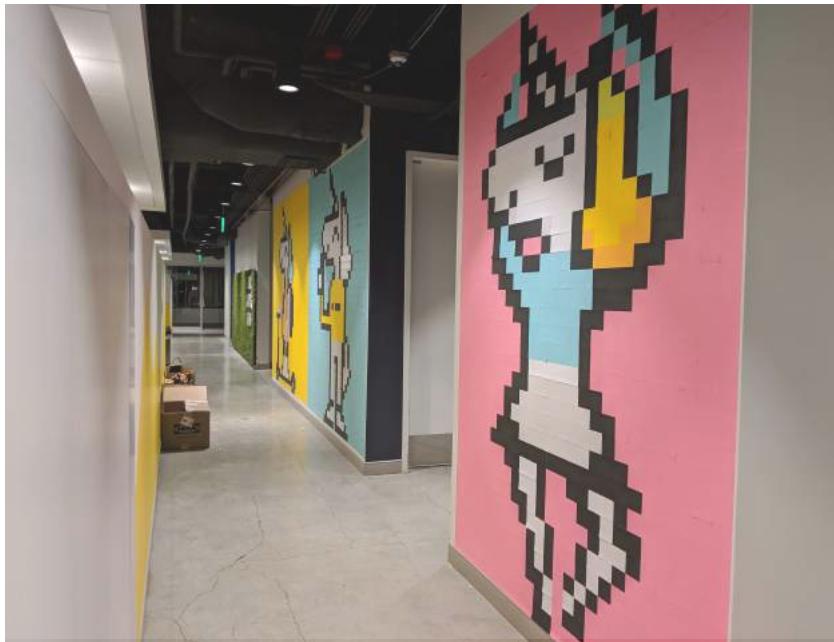
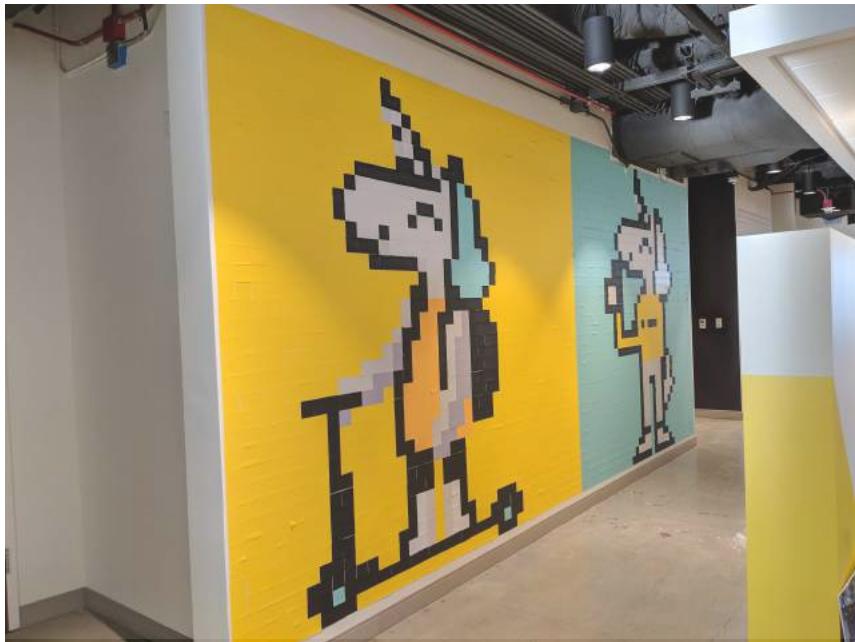


1. The final result Wall murals
2. We expanded the logo into a wordcloud that incorporates Chinese and English keywords reflecting the brand.
3. Caricatures of founders and their famous quotes.
4. Digital first approach allowed client to use the design elsewhere, in prints and online.
5. Calligraphic murals of the OP slogan.

# DECORATIVE DESIGN



The concept originated from Ken's product manager life. As a PM in tech, Post-it plays a crucial role in a product team's daily activities. They are used for planning, organizing, and prioritizing ideas and features.

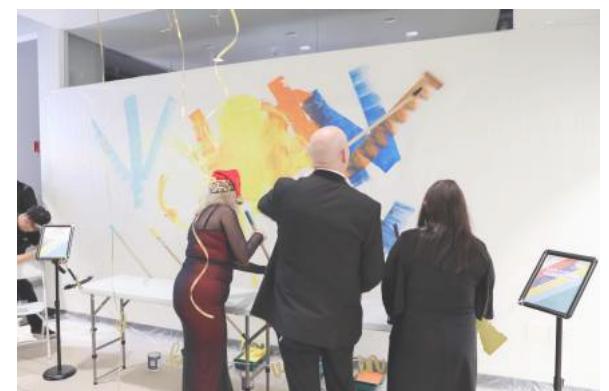


1	2	3
4	5	6

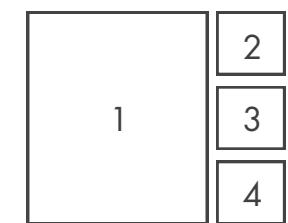
1~3. Post-it wall showcasing Shenzhen and SF landscape

4~6. Designs of three variations of client's unicorn mascot.

# EXPERIENCE DESIGN



Initially client only wanted a wall mural to be ready on the office's opening night. We proposed a more interactive approach where guests can paint whatever they want without knowing what it will be. Later revealing the finished product in client's media channels. Curiosity wins.



1. Final result of mural after all the party guests added their contributions during the opening night.
2. Preparation for opening night.
- 3~4. Guests randomly painted the mural, not knowing what it will turn out.

# OUR PROJECTS

## 原创项目

Demostration of various original projects that kpet us occupied when running Sharon Tang Creation.



*Sharon  
Tang  
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TIMELAPSE CREATION  
金州勇士绘画缩时摄影



ISCA COMPETITION  
ISCA比赛作品



PUBLIC FIGURE DRAWINGS  
爸爸去哪儿全家福



CARICATURE PRODUCTS  
延伸产品

# GOLDEN STATE WARRIORS

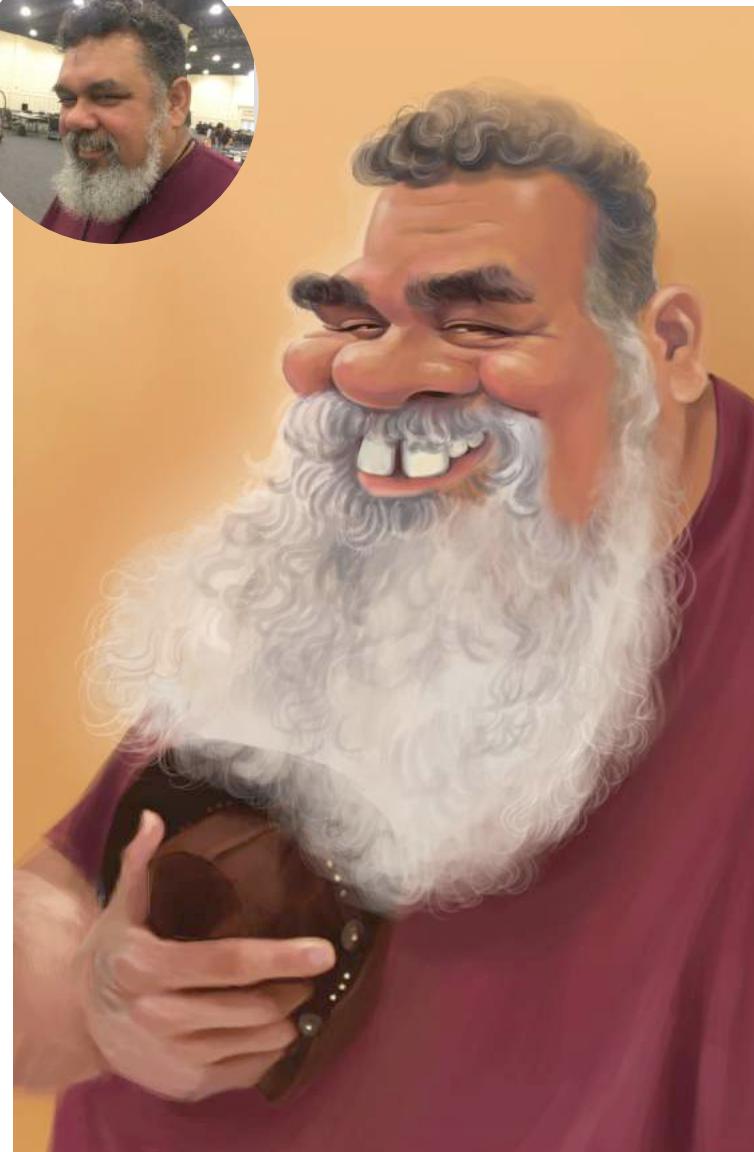
A screenshot of an Instagram post from user **sharontang0812**. The post features a series of caricature drawings of Golden State Warriors players. The first drawing shows a player with a beard and a mustache, wearing a jersey with the number 30. The background is a stylized yellow and blue graphic of the Golden Gate Bridge. The post includes standard Instagram interaction icons for heart, comment, and share, and shows 158 views and likes from users **ookkyyoo** and **kforkitc**. The caption includes hashtags such as #stephencurry, #stephcurry, #nbaplayoffs, #goldenstatewarriors, #nbafinals2017, @stephencurry30, @nba, #champion, #worldchampion, and #nationalchampions.



A project to celebrate Golden State Warriors for winning the NBA PlayOff. The caricature drawings are screencaptured into timelapsee videos shared on Instagram.

For videos, visit Instagram  
@sharontang0812

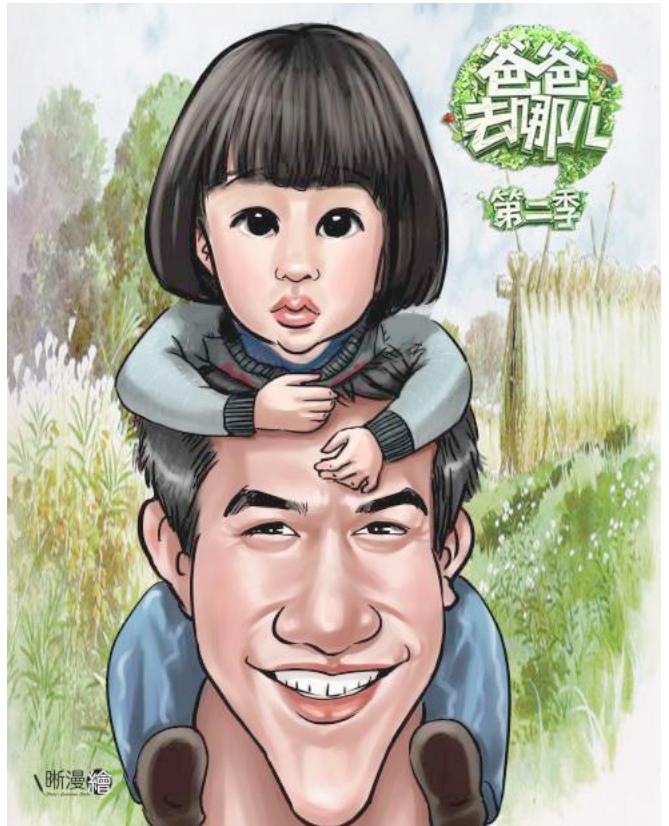
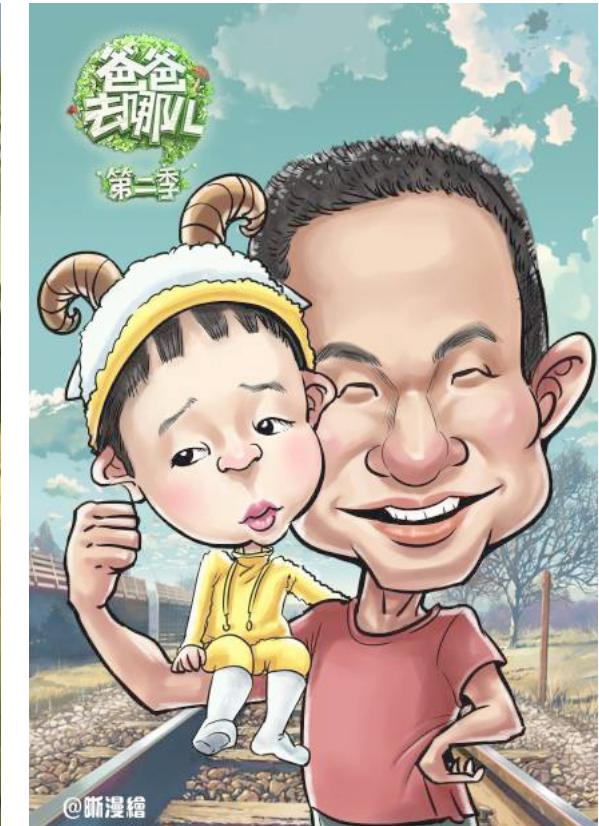
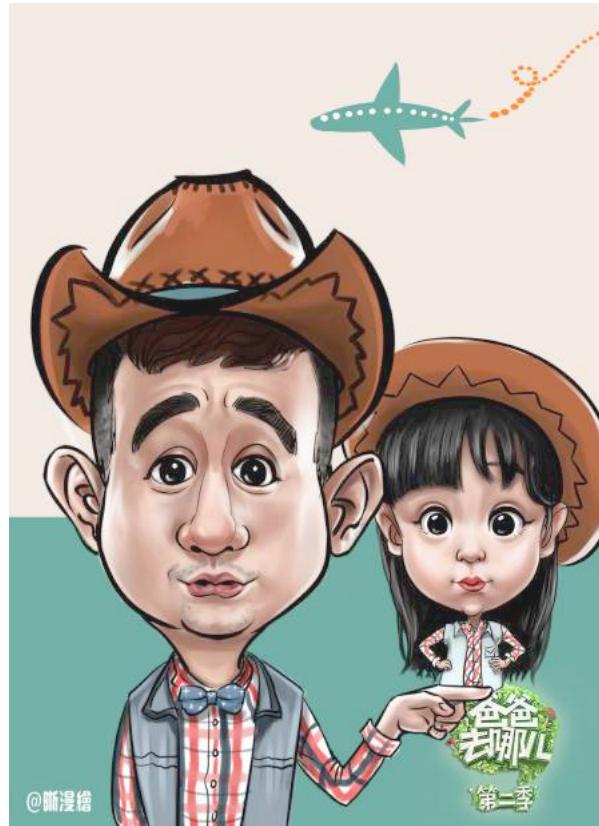
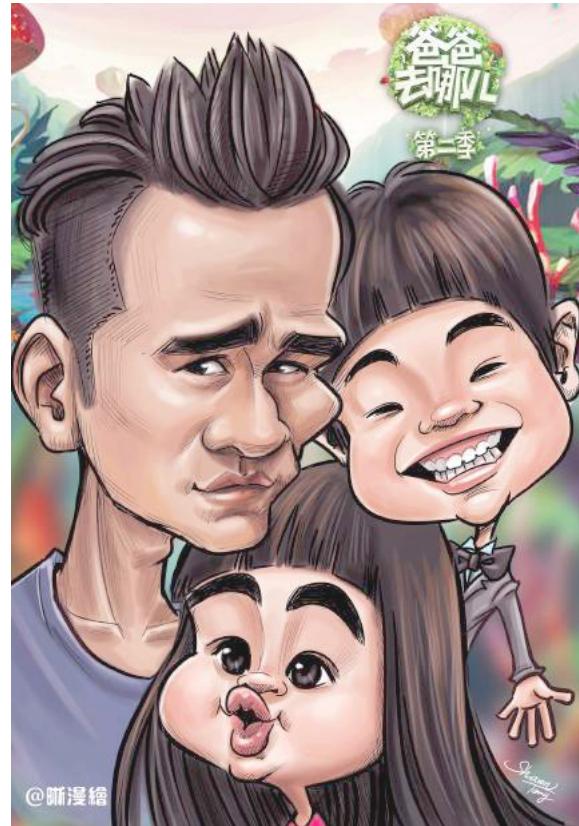
## ISCA COMPETITION



Sharon is a member of ISCA (International Society of Caricature Artists). During its annual conference, the artists are asked to complete a number of drawings of any persons during the conference to enter into competition on the last day.

Sharon as someone who takes pride in her no-drafting line work, attempts to create the caricatures in a more traditional oil painting method.

# 爸爸去哪儿第二季



A project that demonstrates how caricature can be a great medium in expressing the characteristics and personalities of each hosts in a popular TV reality show.

## 今天你想泡谁-名人茶包



Our attempt in productizing caricature into fun little gifts. The design resembles public figures enjoying soaking in hot tub. Various series was created other than politicians, such as European football players.



公众号 Sharon Tang Creation

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# THANK YOU

Let us get creative together! 合作邀约

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