

Brian Foong

UX Designer

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SKILLS

- User-centered Design
- User Research
- Sketching
- Storyboarding
- Wireframing
- Figma
- Adobe Creative Suite
- Prototyping
- Customer Journey Mapping
- Personas
- Usability Testing

EDUCATION & CERTIFICATIONS

Multimedia University

Bachelor of Multimedia (Honours)
in Media Innovation
(Online Advertising)
Kuala Lumpur, Malaysia
Graduated 2007

IDEO U Online Course

Insights for Innovation
Sep 2017

Academy Xi

User Experience & User Interface
Design
Nov 2020

EXPERIENCE

Bianca & Bridgett (Online Fashion Retailer)

Jul 2020 - Present

Lead Digital Designer

Overseeing design works for two brands under the group - Bianca and Bridgett and Booby Tape

- Responsible for designing marketing campaigns for new product and collection launches which include lookbooks, website updates and weekly newsletters. Designed both static and animated social media content to drive engagement and brand awareness.

Crackling Media (Digital Marketing Agency)

Aug 2017 - Jul 2020

Senior Designer

Crackling Media is a digital marketing agency specialising in the hospitality and food & beverage industries.

- Responsible for designing marketing collaterals for clients which includes website designing and development, branding and styles guide, marketing content including social media posts, articles and newsletters. Worked closely with stakeholders to ensure that their business needs are met.

China Bar Group (Restaurant Chain)

Jan 2019 - Aug 2017

Art Director

Oversee and design marketing collaterals for various brands under the restaurant group including restaurant concepts, menu, branding, food photography and event management.

- Worked with Marketing Managers and Business Owners to craft exciting ways to introduce new restaurant concepts. Responsible for taking food photography for menu design and website, interior decor and marketing campaigns to promote the business.

Slipknot (acquired by Saatchi & Saatchi)

Jul 2008 - Dec 2009

Senior Designer

Slipknot is an advertising agency based in Malaysia, a sister company of Saatchi & Saatchi Arachnid.

- Lead designer to implement all design work from concept to delivery. Working closely with a Creative Director, Art Director and Copywriter on delivering advertising campaigns including marketing pitch for new businesses. Also responsible to design and develop microsites.