

# 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 and Bridgett (Online Fashion Retailer)

Jul 2020 - Present

#### Lead Digital Designer

Bianca and Bridgett is an online fashion retailer with seasonal collection dropping throughout the year.

- 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.

### GXM (Design Agency)

Jan 2010 - Aug 2017

#### Art Director

Oversee and design marketing collaterals for various clients including web and print design, branding, photography and event management.

- Worked with Marketing Executives and Business Owners to design and execute marketing campaigns to promote their business. Responsible for taking food photography for menu design, designing and developing websites, newsletters and delivering marketing collaterals to support businesses.

### Slipknot (Advertising Agency - 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.