



UiUx Designer

A self-taught UiUx designer with a strong background in branding and graphic design with more than 8 years of working experience.

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Experience

UiUx Designer @2X Marketing LLC

Kuala Lumpur, MY
January 2021 - Present

Responsible for creating digital marketing campaign assets such as email marketing, social media postings, landing pages, gated download materials and many more that generate leads for American B-to-B tech companies such as Wavestone, Botanacor, Azalea and many more. Introduce design style tiles (design guide) in team workflow to ease designers work transition process.

UiUx Designer @Laman 7

Kuala Lumpur, MY
July 2019 - January 2021

Led projects direction. Responsible in creating user experience for corporate websites, information architecture, prototyping, interaction, visual design and front end website development. Assist in setting art direction and Laman7 lead generation marketing materials.

Volunteers Project Manager @Sakura Romania NGO

Bucharest, RO
March 2019 - July 2019

Developed a new online application for volunteer recruitment and strategies promotion campaign has improved Sakura Romania's social media engagement by 42% and increased volunteer application by 73%. Successfully planned and coordinate 3 series of SE Asia - Romania volunteer exchange programs. Responsible for all aspects of volunteer management, including program planning, promoting, recruiting, volunteer travel plans, and mentor volunteers day-to-day activities.

Branding Manager @Ted Print

Selangor, MY
August 2018 - February 2019

Improve company visual identity and website user flow to gain higher conversion rate. Developed promotional campaigns (i.e.; Videos, social media posters, outdoor ads, etc) and boost company digital engagement by 32% led to sales targets overachieved in Q2 and Q3. Manage company exhibitions and won 2nd place for best booth design in 2019 KLIGP event.

Freelance Branding Designer @Inkart.my

Remote work
July 2016 - Present

Develop the whole brand image, including the logo, art direction, website creation, packaging, marketing plans, printed materials, and social media platforms, and ensure that the visual concept is consistent. Consult with businesses to analyze their existing marketing strategy and find solutions to their needs in order to increase engagement. Improved the usability of the client's website and enhanced conversions through discovery and redesign.



**Media & Volunteers Manager
@KL Sea Games**

Kuala Lumpur, MY
August 2017 - December 2017

Responsible for managing a team of volunteers, broadcasters, journalists and photographers on the tournament venue.
Ensure the game(e) event flow, live broadcasting and match results delivers to press smoothly without.

**Graphic Designer
@Mesiniaga Berhad**

Kuala Lumpur, MY
August 2013 - November 2016

Responsible for the means of visual design & communication (i.e.; email blasting, website and social media engagements).
Co-coordinating event planning and helped increase employee engagement by 47% through event promotion campaigns. Took responsibility in corporate merchandising (sourcing & purchasing) and developed inventory system databased. Work closely with developers' team and improved company website interface design and usability.

Education

Bachelor in Art and Design (Hons.) (Visual Communication and Digital Media)

Major in Branding and Advertising
MARA University of technology (UiTM) November 2010 - May 2013

Diploma in Art and Design (Graphic Design)

Minor in Printing Technology
MARA University of technology (UiTM) December 2007 - May 2011

Google Digital Garage

Fundamental of Digital Marketing April 2020

Udemy.com

Basic Fundamental of Web Development May 2020

Coursera Google Certification

Foundations of User Experience (UX) Design April 2021

Skills

Adobe XD
Illustrator
Photoshop
InDesign
Premiere Pro
Figma
CSS & HTML

Awards

KLIGP (Malaysian Gift Fair exhibition)
Runner-up 'Best Booth Design' (2018)

Mesiniaga Berhad MAHA Award (2016)
'Recognition of Outstanding Performance for 2015'

Royale Chulan Hotel, Kuala Lumpur
1st Place 'Flag Design Competition' (2015)

Extra Curricular

Brazilian JiuJitsu (GFT)
Rank: 2nd Degree Blue Belt
2018 – Present

World Youth Foundation NGO
Volunteered in 2016

Coin For Change Vietnam NGO
Volunteered in 2017