



## EDUCATION

### UNSW SYDNEY

- Master of Digital Media
  - Bachelor of Digital Media
- Mar 2008 - Dec 2011

## KEY SKILLS

### Proficiency

#### Primary Apps:

Illustrator, Indesign, Photoshop, Acrobat Pro, MS Office

#### Secondary Apps:

Adobe XD, After Effects, Soundbooth, Lightroom

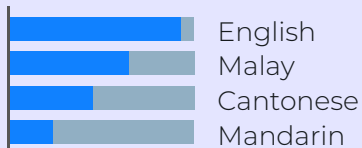
#### Coding:

HTML5, CSS3

#### Technical Skills:

Drawing (Wacom Tablet), Photography

## LANGUAGES



## WORK EXPERIENCE

### FULL-TIME

#### admiral.digital – Senior Designer

Dec 2021 - PRESENT / Malaysia

1. Spearheaded brand identities for global clients. **Achieved first-stage logo approval** with IVPC.
2. Commended for speed and effectiveness in GIS's static / animated ads.
3. Designed independently and in teams (presentations, print, email design and slicing).

#### KPMG – Senior Executive, Designer

Jan 2019 - Dec 2021 / Malaysia

1. Managed and advised on brand compliance for all MY branches.
2. Streamlined company workflow (written guides, proposals, reduced third-party bottleneck for image library, admin tasks and monthly print charges; **reducing 3/4 of the timeline**).
3. Designed winning PPTX proposals for external clients. Commended for interactive PPTX Transparency Report.
4. Commended for **innovative brand-compliant designs** e.g. CEO Outlook infographics, Virtual Run logo, VIBE (e-magazine), festive packaging, and Annual Dinner Heroes event theme.
5. Coordinated printing processes (finances, PO, vendors).
6. Applied self-taught skills for portrait and event photography.

#### UCSI Education Group – Graphic and Web Designer

May 2016 - Aug 2018 / Malaysia

1. **Managed 6 projects simultaneously** e.g. print, coding, social media, gazette and newspaper ads (using Distiller).
2. Recognised for efficiency, proactivity and attention to detail, **preventing unnecessary costs** and copywriting errors.
3. Contributed to the university's **successful UI transition** to responsive HTML5 of over 12 webpages.

#### Studioworkz Productions – Creative Lead

July 2014 - Jan 2016 / Singapore

1. **Successfully executed 6+ brands** e.g. AIMSFX, S'MORES, Browtisan etc. (proposals, illustrations, guides, web design). **Achieved first-stage identity approval** with Dezato Dezato.
2. Liaised with global brands e.g. Laneige, 3M, Park Hotel etc. for prints, animated ads, product photography.

### FREELANCE

#### ysFaye – Self-employed

Jan 2010 - PRESENT / Global  
Engaged global clients through all stages: contract, budget, timeline, design, copyediting and print management.

#### Corporate Clients (Selected):

##### Logo Design

The Write Chemistry, Chun Yo Yi Cafe, Hooray, REKA

##### Identity Design

Friendster Hub, Sydney Grand Events, RnD Tax Agents, Let's Go Car Hire, Adcited International

##### Social Media Design

Great Big Minds

##### Print Design & Illustration

L&L Trading, Australian Child Studies Centre, Hope & Heaven Communication, Tasty Grains

### INTERNSHIP

Cancer Council NSW –  
**Creative & Graphic Assistant**  
Dec 2012 - Apr 2014 / Australia

## Senior Graphic Designer & Illustrator

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