

EUNICE LEE LIH WEI



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CAREER OBJECTIVE

Looking to secure a position as a Multimedia Web & Mobile App Designer where I can bring strategic value and develop current skill set further.

SUMMARY OF QUALIFICATION

- More than 10 years of diverse, hands-on design experience including experience in UI & UX design and business marketing.
- Adaptable, organized, results and detail-oriented with excellent work ethic, strong time management and interpersonal skills.
- Ability to create designs, concepts, and sample layouts based on knowledge of layout principles and aesthetic design concepts.
- Extensive knowledge of design techniques, tools, and principles involved in production of precision technical plans, blueprints, drawings, and models.
- Ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.
- Team player capable of working independently with minimal direction.

PROFESSIONAL ACCOMPLISHMENTS

Multimedia Designer Design and create multimedia content for marketing communications in both print and online mediums.
M1 Limited Support visual design requirements and maintenance of
(International Business Park, M1 web properties.
Singapore)
December 2016 to Present Actively design external creative assets such as printed banner design and digital banner ads.

Besides, work in a team for quick turnover launching project, contributing in graphic design creative, such as the launching of new mobile package in-conjunction with Apple iPhone launching.

Assist in project management tasks. Hybrid of Graphic(Photoshop, Illustrator & InDesign) and coding (HTML, jQuery, CSS & PHP). Basic database administration skills for MySQL. Excellent eye for design, intimate understanding of design elements and familiar with SEO principles.

Major Project:

- © M1 Prepaid App Interface Design
- © M1 Remittance Website - www.m1remit.com.sg
- © Google Display Network Design & Delivery
(Animated GIF & HTML5)
- © Facebook Marketing Assets
(Facebook Cover, Banner, Animated GIF & Graphic)
- © Digital Visual (M1 Shop TV Ads, Digital Poster)
- © Design on M1 Printing Collaterals

Graphic Artist Design, build and maintain websites and mobile apps with various tools and technology (eg: Wordpress CMS).
Faith International Pte Ltd Hands-on with online marketing with various platforms
(Pandan Crescent, Singapore) such as Facebook, Google Ads and WeChat.

February 2016 to November 2016 Hybrid of Graphic(Photoshop, Illustrator & InDesign) and coding (HTML, jQuery, CSS & PHP). Basic database administration skills for MySQL. Excellent eye for design, intimate understanding of design elements and familiar with SEO principles.

Major Project:

- © Faith International Pte Ltd - www.faith-intl.com
- © Faith Corporation Pte Ltd - www.faithcorp.com.sg
- © Rol Int Pte Ltd - www.rol.sg
- © AISF International Pte Ltd - www.aisf-intl.com
- © DeRor Shopping Cart - www.deror.sg
- © ROL International Mobile Apps
- © ROL.SG Mobile Apps
- © DeRor.SG Mobile Apps (Ecommerce)

Interactive Designer
Philip Tang & Sons Pte Ltd
(Bukit Batok, Singapore)
August 2015 to January 2016

Good understanding of project design direction. Design and develops user interface and ensures that UI meet functional and user experience requirements. Dedicated to work hard and work over time to meet the deadline for the project. Always collaborate with designers, project managers, and other in house staff to create designs which fit into requirement. Managing website updates and revert to client. Working with front-end technologies such as html5, css3, jQuery, javascript, Bootstrap, Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver in daily basis.

As a team we accomplished these projects:

© OHMYHOME App Design

Design and develop user interface and ensures that UI meet functional and user experience requirements for house products

© **beni-sg.com**

Website html integration for BÉNI Kenji Yamanaka Japanese Restaurant

© **oliveshipping.com**

Website html integration, Powerpoint Presentation and stationery graphic design for Olives Shipping International Pte Ltd.

© Created Website Design for our clients such as Anthill Realtors, Goldbell Corporation, Keppel Land.

Web Design & Developer

Passion In Design
(Melaka, Malaysia)

May 2013 to July 2015

Develop responsive website and meets project requirements, budgets and schedule. Capable of using website frontend technical to presents to our clients. Designs/mock-ups to the client for review/iteration/approval. Developed website with front-end technologies such as html5, css3, jQuery, javascript, Bootstrap, Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, and prototyping with MarvelApp.

Produce and present all publication material and packaging design to our clients. Adapt to changing priorities and supervise printers.

Works at Passion In Design include web programming, graphic and content curation for website project. As a team we accomplished these projects:

© **Ewic.edu.my**

Website design include layout and all graphical elements for East West International College.

© **BigSpec.com.my**

Ecommerce website design include layout and all graphics for BigSpec Optometrist Sdn Bhd.

© **Unico2u.com**

Multilingual website design include layout and all graphics for Unic Marketing.

© **MyHomeCleaning.com.my**

Website design include layout and all graphics for MyHomeCleaning, cleaning service provider.

© **Malaccagospelhall.org.my** (Mandarin Only)

Website design include layout and all graphics for Malacca Gospel Hall.

© **PassionInDesign.com**

Website design include layout and all graphics, with backend content management system.

© **KonsepKarisma.com**

Website design include layout and all graphics for Konsep Karisma Sdn Bhd, town planning consultant.

© **DanwanOutdoor.com**

Website design include layout and all graphics for Danwan Outdoor Corporation, outdoor advertising service provider.

© **Champion2u.com**

Multilingual website design include layout and all graphics for Champion CLub International Sdn Bhd.

© **G-techEngineering.com**

Website design include layout and all graphics for G-Tech Engineering, door-gate, signage & aluminium glass service provider.

© **LittleMooMoo.net (WebShop)**

Ecommerce website design include layout and all graphics illustration for Little Moo Moo.

© **DynamicMarvel.com**

Website design include layout and all graphics for Dynamic Marvel Sdn Bhd, shop & housing developer.

© **Sunjin.biz**

Website design include layout and all graphics for Ubat Sunjin Traditional Sdn Bhd, traditional medicine supplier.

Graphic Designer Good knowledge in product photography and deliver the great of publication designs such as poster, magazine, catalogue, brochure and etc. Accomplished
Westica Malaysia Sdn Bhd magazine and catalogue design in 2 weeks time.
(Melaka, Malaysia)

December 2010 - April 2013 Created more than 100 catalogues print and other marketing material like brochures, buntings, poster, lorry outlook design.

Build company website with Flash from template.

Internship Graphic Designer Did my internship programme at Phyneo Creative House, Melaka. My job scope is to create creative design for printing use. At the same time, I was creating animation design and develop flash animation for Infineon E-learning Project.

Phyneo Creative House
(Melaka, Malaysia)

May 2010 - November 2010

Meanwhile, I was creating a dynamic photo sharing website for my internship assignment.

Created a dynamic Website for my personal final project during internship (Photo sharing website).

Starbucks Barista 3 months vacation job before further my Bachelor Degree at Universiti Utara Malaysia, I gained a lot of experience about how to customer service here. My job is to manage and deliver customer orders. As a barista, we serve front shop and back shop, besides serving brewed coffee and frappuccino, we need to fit into other roles such as cashier, coffee maker, fast cleaner and always there to help and recommend our customer for cakes, pastries and coffee with our knowledge. We always work to engage positive relationship with our customers and give them a good impression of Starbucks.

Starbucks Coffee Sdn Bhd
(Genting Highland, Malaysia)

Jun 2008 - August 2008

Clerical Officer This is my vacation job while waiting for my SPM result. In this job, I need to prepare documents before meeting and creating report after every meeting, data key in for every product, services and fax the services order to selected suppliers.

Dynamic Marvel Sdn Bhd
(Melaka, Malaysia)

October 2006 - January 2007

EDUCATION

Certified in Participant in After Effect CC, April 2019
Objectif Pte Ltd

Bachelor of Multimedia, March 2011
Cumulative GPA 3.47
Universiti Utara Malaysia

Adobe Certified expert in Dreamweaver CS4, December 2009
Universiti Utara Malaysia

STPM, Sijil Tinggi Persekolahan Malaysia, 2006
Cumulative GPA 3.27
SMK Seri Kota Melaka, Malaysia

RELEVANT COURSE TAKEN

MULTIMEDIA DESIGN
VIRTUAL REALITY TECHNOLOGY
WWW PROGRAMMING
MULTIMEDIA DATABASE
INTERNET TECHNOLOGY SERVICES
MOBILE MULTIMEDIA TECHNOLOGY AND
UBIQUITOUS COMPUTING
DATABASE SYSTEM & INFORMATION RETRIEVAL
SYSTEM ANALYSIS AND DESIGN
COMPUTER SYSTEM ORGANIZATION
HUMAN COMPUTER INTERACTION

DIGITAL AUDIO TECHNOLOGY
MULTIMEDIA SYSTEM NETWORKING
TECHNOLOGY VIDEO DIGITAL
GAME APPLICATION DEVELOPMENT
USER CENTERED DESIGN
GRAPHIC AND COMPUTER ANIMATION
ENTREPRENEURSHIP
DISCRETE STRUCTURE
INTRODUCTION TO INFORMATION SYSTEM DEVELOPMENT
PROGRAMMING LANGUAGE AND AUTHORIZING
MULTIMEDIA SYSTEM FOUNDATION

SOFTWARE

- Adobe Dreamweaver
- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Adobe Premier
- Adobe After Effect
- Adobe Flash
- Brackets

- Google SketchUp
- Microsoft Office
- Autodesk 3ds Max
- Game Maker & etc.

SKILLS

- UI Web App Designing
- Web Designing
- Graphics Designing
- Print Designing
- Web Usability
- HTML5
- CSS3
- Javascript
- JQuery
- Bootstrap Framework
- Printing & Publication Designing