

## Experienced Visual Designer with a Computer Science Background

Education	2020 - 2022	Bachelor's in Computer Science & Web Communication Murdoch University
	2016 - 2019	Diploma in Visual Communications and Media Design Singapore Polytechnic

Experience	<b>Senior Media Designer &amp; Videographer</b>			
	Charles & Keith Group, PEDRO · June 2022 - present			
	<ul style="list-style-type: none"><li><b>Department Leadership:</b> Established and led a new department dedicated to end-to-end editorial content production for all brand-wide video projects.</li><li><b>UI/UX Design Support:</b> Contributed as an interim UI/UX designer, collaborating with cross-functional teams to conduct research and enhance mobile website experiences for improved user engagement.</li><li><b>Project Management:</b> Solely managed all video department projects from inception to execution, coordinating cross-functional collaboration with creative, brand communications, marketing, social media, and photography teams.</li><li><b>Vendor &amp; Equipment Management:</b> Fostered strong partnerships with external vendors through clear project briefs and active collaboration to ensure timely project execution. Oversaw video production equipment, including lighting, sound systems, and rigging, by implementing proactive maintenance and repairs to prevent operational disruptions.</li><li><b>Workflow Optimisation:</b> Implemented a structured workflow covering budgeting, planning, editing, and delivery to streamline video project execution.</li></ul>			
	<b>Graphic and Media Designer</b>			
	Charles & Keith Group, PEDRO · June 2019 - June 2022			
	<ul style="list-style-type: none"><li><b>Brand Identity Development:</b> Led the creation of the brand identity for rePEDRO's sustainability line and special anniversary collections, including MMXX, ALTITUDE, and TECTONIC exclusives.</li><li><b>Cross-Functional Collaboration:</b> Worked closely with visual merchandising, merchandise planning, store operations, and e-commerce IT teams to translate user objectives into refined, purposeful design solutions across all brand touchpoints, including print, in-store displays, and digital platforms.</li><li><b>Brand Consistency:</b> Established and maintained a cohesive visual style across local and international platforms, ensuring all designs and brand materials aligned with the core brand strategy for a unified brand presence.</li></ul>			
	<b>Graphic and Website Designer</b>			
	Sports+Travel · Apr 2019 - May 2019			
	<ul style="list-style-type: none"><li><b>Email Marketing Integration:</b> Initiated and implemented the MailChimp API for the company's first email database, enabling streamlined communication and marketing automation.</li><li><b>Marketing Collateral Design &amp; SOP Creation:</b> Designed marketing materials and developed a comprehensive SOP for online and offline content creation, including advertorials, EDMs, media kits, and web banners.</li></ul>			

Key Skillsets	Adobe Creative Suite	Languages	English	— fluent
	Adobe Photoshop		Bahasa Indonesia	— native
	Adobe XD, Figma		Chinese	— elementary
	Microsoft Office		French	— basic
	Microsoft Project			
	Sharepoint, Trello			
	SAP Concur		C, C++, Java, HTML, CSS, JavaScript	