
Muhd. Al-Hakim

Education

Contact

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Languages

Fluent: Malay, English

**2023-
Present**

**BACHELOR OF ARTS (HONOURS) DESIGN
PRACTICE**

NAFA-UAL, Singapore

2017-2020

DIPLOMA IN GRAPHIC COMMUNICATION

NAFA, Singapore

2012-2014

**HIGHER NITEC IN VISUAL
MERCHANDISING**

ITE College Central, Singapore

Work experience

**April - Dec
2021**

Art Director
In.Creative

- Helped develop branding and other creative concepts for clients, from conceptualisation to final execution, ranging from:

- Brand conceptualisation and creating collaterals for an English tuition service.

- Social Media campaign conceptualisation, management and execution (Youtube & Instagram) for a local government university.

- Facilitated managing a food wholesaler's social media accounts (Facebook & Instagram) through digital asset creation and engagement, ensuring continued social media reach for their target audience.

**Aug - Nov
2019**

GRAPHIC DESIGN INTERN
In.Creative

- Assisted in the conceptualisation & creation of branding and design collaterals, several UI/UX projects, primarily applying wire-framing, user research, user journey and flow for a social planning app concept.

Software skills

Achievements



Adobe
Illustrator



Adobe
Photoshop



Adobe
XD



Adobe
Indesign



Adobe
After Effects



Microsoft
Office



Figma



Canva

2020

CROWBAR AWARDS

Association of Advertising & Marketing
Singapore
2 Bronze • 4 Finalist

2020

NAFA BEST STUDENTSHIP AWARD 2020

Nanyang Academy of Fine Arts (NAFA),
Singapore

2019

CROWBAR CHALLENGE: GOLD WINNER

Association of Advertising & Marketing
Singapore

Activities

2021

MEMBER

Citizens' Workgroup for National Symbols

- Facilitated discussions with other members to further understand our national symbols and find areas of improvement in enhancing their appreciation and public usage.

- Helped draft the final Workgroup report for publication.

2018-Present

MEMBER - WEBMASTER

Association for Public Affairs (APA),
Singapore

- Helped collaborate in project ideation and assisted with APA related activities.

- Developed the main APA branding concept while maintaining and updating the main APA website.

2019

PARTICIPANT - ASSISTANT

Singapore Model Parliament (SMP)

- Participated as a member of the APA organising team.

- Facilitated the APA and REACH collaboration for SMP to help create assets and run the ground operations during the event days.
