



EMPLOYMENT HISTORY

April 2010 -
Present

Hopping Mad Design / Graphic + Web Designer
HMD is a boutique graphic and web design studio

Working closely with clients to develop their brands, websites, and collaterals that communicate well with their target markets. Managing projects from brainstorming to delivering final artworks and websites. Organising quotes from suppliers and working with third-party developers.

June 2008 -
April 2010

Doubleday / Graphic Designer
Doubleday is a book and music club with Australian and New Zealand members

Worked closely with the marketing, editorial and copywriter creating marketing collaterals which include monthly magazines for members, flyers and catalogues, EDMs and email banners for online marketing.

Nov 2007 -
June 2008

Freelance Graphic + Web Designer

Provided design consultancy and solutions for clients. Delivered results within client expectations within budget and timeline. Worked closely with third-party suppliers including getting quotes that meet client budgets.

March 2006 -
Sept 2007

Lucidity / Graphic + Web Designer
Lucidity is a boutique brand consultancy based in Singapore

Designed for both print and web media, worked closely with clients to develop or redevelop their brands. Reviewed marketing strategies and provided design solutions. Liaised with domestic and overseas clients, suppliers and developers including UK, Hongkong, Malaysia, and Thailand. Mentored interns and junior designers.

June 2002 -
June 2003

Optima Communications / Graphic Designer
Optima Communication is a design agency based in Indonesia

Developed brand and print collaterals from brief, brainstorming to final production. Worked closely with Creative Director and Senior Designers.



EDUCATION

2005 **Master of Design**
University of Technology Sydney

2003 **Bachelor of Visual
Communication Design**
University of Pelita Harapan



TRAINING

2010 **Advanced XHTML and CSS**
Enmore Tafe

2005 **HTML**
Dynamic Web Training





TECHNICAL SKILLS

- Adobe Photoshop
- Adobe Indesign
- Adobe Illustrator
- Adobe Flash
- Adobe Dreamweaver
- Adobe Freehand
- Adobe Image Ready
- Adobe Director
- Autodesk Maya
- Quark
- Corel Draw
- XHTML and CSS
- Microsoft Word and Powerpoint (template design)
- Various Content Management System
- Mac and PC platforms



EXECUTIVE SKILLS

- Thorough understanding of design for screen and print media and their strengths and limitations.
- Hands-on approach and positive attitude towards professional challenges
- Ability to work with varying teams and clients with different expectations
- Reputation for accurate and timely delivery, good project management and communication skills with clients, suppliers and developers



INTEREST

- Photography
- Character design, toys and merchandise
- Interactive design
- Product design
- Currently learning Japanese and mandarin



REFEREES

Available upon request

