**SIEW Huey Wern**

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LinkedIn: <https://www.linkedin.com/in/siew-huey-wern-67407b23a/>| Portfolio:

<https://www.behance.net/siewhueywern>

**PROFILE**

Motivated and communicative visual designer with 11 months of experience in designing honed by working on projects for various outlets, customers and clients. Highly organised, resourceful, forthcoming with high attention to detail and keen to take on new challenges. Looking to take the next step with an organisation where my focused energy and enthusiasm for developing great projects would contribute towards producing optimal products.

**EDUCATION**

**Bachelor of Communication and Media | Major - Visual Communication Design | Elective - Japanese**

Feb 2020 - Dec 2022

University of Wollongong

*Achievements: Distinction Average*

**SACE International**

INTI College Nilai, Malaysia

*Achievements: ATAR 77.65*

**EXPERIENCE**

**Popular Book Co. (Malaysia) Sdn. Bhd., Graphic Designer** March 2023 - Jan 2024

* Designed printed materials such as posters, buntings, murals, banners, signages, receipt vouchers for BookFest, book fairs, outlet publicities, nationwide sales and promotions, events.
* Developed online materials like social media posts, email blasts, website banners, app banners to promote BookFest, bookfairs, outlet publicities, nationwide sales, events.
* Developed latest designs for the promotion themes of some bookfairs and special designs for posters promoting products like books, stationeries, CDs, gadgets.
* Delivered final design products by the projects’ deadlines.

**KEY SKILLS**

**Hard skills**

**Adobe Illustrator**

* Produced excellent printed and online materials like posters, buntings, murals, social media posts, website banners that promote BookFest, nationwide sales, bookfairs, outlet publicities and events.
* Developed high level layout designing and typography skills while arranging and presenting product images, texts and vectors in documents according to company criteria and client requirement.

**Adobe Photoshop**

* Masked and cropped product images and vectors for them to look presentable and appropriate for the design context of promotional materials.
* Edited and adjusted the colour and tone of the images of various promotional products.

**Adobe InDesign**

* Created excellent posters, brochures and portfolios that focus on environmental and social issues such as reforestation, ways to maintain positive mental health among young Burmese people and ocean plastic pollution.
* Established high level desktop publishing and layout designing skills while presenting PDF documents of overview and flyer along with social media tiles for GreenX Talks Conference & Expo 2023 hosted by Cleantech Industries Sunshine Coast Inc.

**Adobe XD**

* Constructed a website layout and user interface for Blue Peace brand that aimed to convey the disastrous effects of ocean plastic pollution and to encourage Malaysian youngsters to participate in a coastal cleanup to help reduce the waste in Malaysia.

**Adobe After Effects**

* Constructed an animated explainer video that aimed to spread the awareness of ocean plastic pollution and ways to reduce ocean plastic waste among the audience with the use of simple vectors, simplified text along with primary and secondary motion methods.
* Produced an animation of a group brand named Seed Co. with various fundamental motion design techniques such as primary motion, secondary motion and temporal considerations.

**Soft skills**

**Teamwork**

* Helped co-workers and teammates with assigned workload that they were unable to complete to meet the projects’ deadlines.
* Collaborated closely with different teams and helped spot minor errors and details before the submission of drafts and final design products, hence managing to consistently beat deadlines.

**Adaptability**

* Managed to complete design projects and workload according to deadlines, with the utilisation of active listening and interpersonal skills to interact with work colleagues of different departments in a positive way and to avoid miscommunication when working on the projects.
* Communicated clear points regarding design decisions and development to teammates, co-workers and seniors, along with asking for clarification and seeking out additional information when encountering new and unfamiliar projects.

**CO-CURRICULAR AND VOLUNTARY EXPERIENCE**

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| **Marketing Assistant** | Cleantech Industries Sunshine Coast Inc | 2022 |
| **Regular Member** | Keiraville International Church | 2019 - 2022 |

**CERTIFICATES**

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| Australian Higher Education Graduation Statement | University of Wollongong | Dec 2022 |
| SACE Certificate | INTI College Nilai, Malaysia | May 2019 |

**INTERESTS**

* I enjoy the challenge of being engaged in drawing and designing with tools like Clip Studio Paint, InDesign, Illustrator, Photoshop.
* To my interest in Japanese language and culture, I have completed an advanced language elective in Japanese.
* As a regular member at Keiraville International Church, I often attend Sunday services and converse with the members of different nationalities in English, Mandarin, Cantonese and Malay since I’m fluent in these 4 languages.

**REFEREES**

* **Mrs Iris Chai**

Head of Graphic Designer at Popular Book Co. (Malaysia) Sdn. Bhd. Phone: 017-7755266

Email: irischai@popularworld.com

* **Mrs Joanna Stirling**

Lecturer in Design at Faculty of Arts, Social Sciences and Humanities, University of Wollongong Phone: 214642

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* **Mrs Megyn Carpenter**

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