

EDUCATION

BA(Hons) Visual Communication Sept '21 – July '23
Leeds Arts University **First Class Honours**

Set design, 3D prop making, photography, film, and graphic design.

Diploma in Digital Media Design May '18 – June '21
The One Academy (Sunway), Malaysia **CGPA : 3.63**

Interactive media, game & web design, AR and motion graphic.

DESIGN EXPERIENCE

Videographer Sept '23 – Present

- Shot and edited high-end seasonal campaigns, social content and ads across multiple channels for **Mylee** at **HSNF, London**.

Set Assistant/ Runner Apr '23

- Built an **interactive exhibition** for **Leeds2023** 'Waking The Artist', experienced by over 2500 people & 80,000 media impressions.
- Created and installed bespoke **props** on site with a team.

Freelance Motion Designer April '19 – Apr '23

- Created motion graphics marketing videos for **Kindred Creative**.
- Designed album covers, illustrated children's books on **Fiverr**.
- Worked independently with clients, managed my own tasks.

Intern Window Designer June '22 – July '22

- Pitched window display concept for Orefici at **Formroom, London**.

Intern Digital Designer March '21 – May '21

- Created key email marketing visuals for the Samsung Malaysia Team at **Havas Immerse, Malaysia**.

Content Creator, Editor June '18 – Sept '21

- Edited weekly livestreams & music videos for **Lifegen's** Youtube.
- Filmed community content for **Narrowstreet's** Instagram.

OTHER EXPERIENCE

Theatre Volunteer Feb '23 – May '23

- As a front of house volunteer for **Leeds Playhouse Theatre**, I welcome and manage people to their seats.

Camera Operator Aug '22

- Assisted the **Hillsong London production** team backstage, and operated a camera during services for a month.

Student Ambassador Oct '21 – Apr '23

- Conducted **campus tours**, interacted with visitors, and produced **video content** for the university's socials.

Exhibition Volunteer Oct '21

- Hand threaded part of 28,000 cones onto 'Breathing Room', an **immersive kinetic light installation** by Creative Wakefield.

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ACHIEVEMENTS

Rookie Award 2021 - Excellence Award & Industry Rank 'A'

'Unfold' project - Immersive Media

Kancil Awards 2022 - 2x Silver for User Experience & Interface Design

'Imagine Your Future' project

SOFTWARE

Adobe Premiere Pro, Photoshop, InDesign, XD, Illustrator, After Effects, Unity, C4D, Arduino IDE

SKILLS

Leadership

As a **Creative Lead** for 'Revivals' online exhibition, I assigned weekly tasks to team members, set goals, design guidelines, gave feedback, and encouraged group involvement.

Project Management

Founded my **business** on Instagram @aunicornclub, 1300 followers. I have acquired knowledge on branding, developed marketing strategies, and data analysis skills.

Work Under Pressure

Filmed and edited Instagram highlights for **Generation Now Event**, a youth conference hosting 1000+ attendees. Flexibility & ability to work in a fast-paced environment with tight deadlines within minutes after activities.

PASSIONS

Travelling

Fascinated by the thriving **arts scene**, I enjoy planning trips and immersing myself in new cultures & environments.

Filmmaking & Youtube Channel

Social media sparked the director in me to start a channel in 2018. It became a creative outlet to document **my passions** and experiences.