

# Alex Chu Kah Yip

MULTIMEDIA DESIGNER

**Cheras, Malaysia | +601121632178 | chuyap2001@gmail.com | Portfolio**

## About Me

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A multimedia designer skilled in graphic design, UI/UX, and video editing. I have expertise in Adobe Creative Suite, Canva, CapCut, and Figma, as well as HTML, CSS, and JavaScript for web design. I enjoy transforming ideas into engaging visuals and interactive experiences.

## Work Experience

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### **Creative Designer (HK) | Info-Tech Systems Integrators (August 2024 - Current)**

- Work with the marketing team to develop and execute design solutions.
- Create basic video content for marketing, tutorials, and social media.
- Design visual content, including social media graphics, web banners, landing pages, emails, and print materials.
- Ensure brand consistency across all design projects, following brand guidelines.

### **Graphic Designer | SalesCraft Marketing Solution (April - July 2024)**

- Collaborated with the marketing team to create engaging social media visuals.
- Designed marketing materials, including reusable bags, flyers, vouchers, buntings, and bottle stickers, to enhance brand presence.

### **Onsite Management Intern | ZALORA Group (June 2023 – December 2023)**

- Created static pages using HTML, CSS, and JavaScript for campaign periods.
- Managed frontend content (banner images, links, product images, and descriptions) for ZALORA websites and apps using CMS tools.
- Conducted manual quality control (QC) to enhance user experience.

### **Part Time Video Editor | LES Education (May 2023 - December 2023)**

- Collaborated with the marketing team to produce compelling videos for social media platforms.
- Edited videos by adding effects, transitions, and subtitles as per the marketing team's requirements.
- Assisted in designing the company's website according to the marketing team's specifications.

### **Part Time Service Crew | WongKok (December 2018 - May 2023)**

- Developed skills in communication, time management, problem-solving, and teamwork.

## **Education**

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**Liverpool John Moores University | BSc. (Hons) Multimedia Computing (2020-2023)**

Current CGPA: 3.36, with First-Class Honors.

**YPC International College | Foundation in Business and Information Technology (2019 - 2020)**

Current CGPA: 2.50

## **Other Certifications**

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**Foundations of User Experience (UX) Design Google**

Issued May 2024, Credential ID 9NF2RJRS7Q56

## **Skills & abilities**

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- UI/UX Design
- Video Editing
- Graphic Design
- Animation
- Problem Solving
- Good Communication Skill
- Time Management

## **Reference**

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**Mr Darren Lim | Supervisor**

Info-Tech Systems Integrators, 23A-05, Level 23A, Menara Q Sentral, 2A, Jalan Stesen Sentral 2, KL Sentral, 50470 Kuala Lumpur, Malaysia.

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