

ALEX CHU KAH YIP

PERSONAL PARTICULARS:

Postal Address: Cheras (Malaysia)

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Linkedin: <https://www.linkedin.com/in/alex-chu-210127263/>

Portfolio Website: https://alexchu1017.github.io/Alex_Ch_Portfolio/

Age: 24

Nationality: Malaysian

Marital Status: Single

Language: English, Mandarin, Bahasa Melayu, Cantonese, Hokkien

EDUCATIONAL BACKGROUND:

Year	Qualification
2020 - 2023	YPC International College Pursuing BSc. (Hons) Multimedia Computing, 3+0 in collaboration with Liverpool John Moores University, UK. Current CGPA: 3.36, with First-Class Honors Subject Taken: BSc. (Hons) Degree in Multimedia Computing
2019 - 2020	YPC International College Foundation in Business and Information Technology Current CGPA: 2.50
2019	YPC International College Malaysian University English Test (MUET) Result: Band 3
2018	Sekolah Menengah Kebangsaan Cheras Perdana Sijil Pelajaran Malaysia (SPM) Result: 2A, 2B, 5C

EXTRA CURRICULAR ACTIVITIES:

- **Helper of YPC Chinese Culture Society's Events**

WORKING EXPERIENCE:

- **Creative Designer (HK) (August 2024 - Current)**

Info-Tech Systems Integrators

- 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 (April 2024 - July 2024)**

SalesCraft Marketing Solution

- 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 and support promotional campaigns.

- **Onsite Management Intern (June 2023 - December 2023)**

ZALORA Group

- 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 (May 2023 - December 2023)**

LES Education

- 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 (December 2018 – May 2023)**

- Wongkok Char Chan Teng Restaurant**

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

OTHER CERTIFICATIONS :

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

- Google**

- Issued May 2024

- Credential ID 9NF2RJRS7Q56

- [Link](#)

REFERENCE:

Ms. Farrah Robert

Head of Academic

YPC International College,

No.7, Jalan Jejaka, Taman Maluri, 55100 Cheras, Kuala Lumpur.

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Mr Darren Lim

Supervisor

Info-Tech Systems Integrators,

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