Alex Chu Kah Yip

MULTIMEDIA DESIGNER

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

About Me

Multimedia Designer with strong expertise in **Graphic Design, UI/UX Design, and Video Editing**. Proficient in Adobe Creative Suite, Canva, CapCut, Figma, HTML, CSS, and JavaScript. Known for creating visually compelling and user-friendly designs that elevate brand identity and enhance user engagement. Demonstrates excellent communication and time management skills, ensuring high-quality results on time and on brand.

Work Experience

Creative Designer (HK) | Info-Tech Systems Integrators (August 2024 - Current)
- Collaborate with the marketing team to conceptualize and implement design solutions.
- Create basic video content for marketing campaigns, tutorials, or social media posts.
- Assist in the creation of compelling visual content, including but not limited to social media graphics, website banners, landing pages design, email templates, and print materials.
- Ensure brand consistency across all design projects, following brand guidelines.

Graphic Designer | SalesCraft Marketing Solution (April 2024 - July 2024)
- Collaborated with the marketing team to design attractive visuals for social media platforms.
- Designed marketing materials, including reusable bags, flyers, vouchers, buntings, and bottle stickers, to enhance brand presence and support promotional campaigns.

Onsite Management Intern | ZALORA Group (June 2023 – December 2023)
- Created static pages using HTML, CSS, and JavaScript for campaign days.
- Managed frontend content (banner images, links, product images, and descriptions) for ZALORA websites and apps using CMS tools.
- Conducted manual quality control (QC) for ZALORA websites and apps 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 using WIX 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

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

CGPA: 3.36, with First-Class Honors.

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

CGPA: 2.50

Other Certifications

Foundations of User Experience (UX) Design By Google

Issued May 2024, Credential ID 9NF2RJRS7Q56

Marketing With Canva By Canva

Issued May 2025, Credential ID e39435

Skills & abilities

- UI/UX Design
- Video Editing
- Graphic Design
- Animation
- Problem Solving
- Good Communication Skill
- Time Management
- Language: English, Mandarin, Bahasa Melayu, Cantonese, Hokkien

Reference

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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