Alex Chu Kah Yip

MULTIMEDIA DESIGNER

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

About Me

Creative Multimedia Designer with a strong foundation in **UI/UX, Graphic Design, and Video Editing**. Adept at transforming concepts into visually compelling experiences, with proven results in elevating brand identity and user engagement across digital platforms. Proficient in Adobe Creative Suite, Canva, CapCut, Figma, HTML, CSS, and JavaScript.

Work Experience

Creative Designer (HK) | Info-Tech Systems Integrators (August 2024 - Present)

- 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 – Google via Coursera

Issued May 2024, Credential ID 9NF2RJRS7Q56

Marketing With Canva – Canva Design School

Issued May 2025, Credential ID e39435

Skills & abilities

- **Technical Skills:** UI/UX Design, Graphic Design, Video Editing, Animation, HTML, CSS, JavaScript, Adobe Photoshop, Adobe Illustrator, Adobe After Effect, Adobe Premier Pro, Figma, Canva, CapCut
- **Soft Skills**: Good Communication, Time Management, Problem Solving
- **Language:** English, Mandarin, Bahasa Melayu, Cantonese, Hokkien

Reference

Mr Darren Lim | Marketing Team Lead of Info-Tech Systems Integrators

(Contact available upon request)