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Alex Chu Kah Yip, Multimedia Designer

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.

Details

Nationality Malaysian Date of birth 17 October 2001

Portfolio Website

https://alexchu1017.github.io/Alex_Chu_Portfolio/

Work Experience

Creative Designer (HK) at Info-Tech Systems Integrators

August 2024 — Present

- 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.

Junior Graphic Designer at SalesCraft Marketing Solution

April 2024 — 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 at 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 at 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 by using WIX.

Part Time Service Crew at WongKok

December 2018 — May 2023

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

Education

BSc. (Hons) Multimedia Computing, Liverpool John Moores University

2020 — 2023

CGPA: 3.36, with First-Class Honors.

Foundation in Business and Information Technology, YPC International College

2019 — 2020

CGPA: 2.50

Skills

Adobe Photoshop	Adobe Illustrator
Adobe Premiere Pro	Adobe After Effect
Canva	Capcut
Figma	UI/UX Design
HTML, CSS, JavaScript	Microsoft Office

Languages

English	Mandarin
Bahasa Melayu	Cantonese

Certifications

Foundations of User Experience (UX) Design, Google

Issued May 2024, Credential ID 9NF2RJRS7Q56

Marketing with Canva, Canva

Issued May 2025, Credential ID e39435