Alex Chu Kah Yip

Multimedia Designer

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Nationality	Malaysian		

01 PROFILE

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.

02 WORK EXPERIENCE

08/2024 — Present

Creative Designer (HK) at 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.

04/2024 — 07/2024

Junior Graphic Designer at 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.

06/2023 — 12/2023

Onsite Management Intern at 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.

05/2023 — 12/2023

Part Time Video Editor at 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 by using WIX.

12/2018 — 05/2023

Part Time Service Crew at WongKok

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

03 EDUCATION

2020 — 2023

Liverpool John Moores University

BSc. (Hons) Multimedia Computing

CGPA: 3.36, with First-Class Honors.

2019 — 2020

YPC International College

Foundation in Business and Information Technology

CGPA: 2.50

04 SKILLS

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

05 LANGUAGES

English	Bahasa Melayu
Mandarin	Cantonese

06 CERTIFICATIONS

Foundations of User Experience (UX) Design
Google

Issued May 2024, Credential ID 9NF2RJRS7Q56

Marketing with Canva
Canva

Issued May 2025, Credential ID e39435