ALEX CHU KAH YIP

PERSONAL PARTICULARS:

Postal Address: Pangsapuri Kempas, Jalan Cheras Hartamas, Batu Sembilan Cheras, 43200, Selangor, Malaysia.

Phone Number: +601121632178

Email: chuyap2001@gmail.com

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

Portfolio Website: https://alexchu1017.github.io/Alex_Chu_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 (August 2024 - Current)**
  Info-Tech Systems Integrators
  - Collaborate with the marketing team to conceptualize and implement design solutions.
  - 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.
  - Create basic video content for marketing campaigns, tutorials, or social media posts.
  - Maintain brand consistency across all design projects, adhering to brand guidelines and standards.

- **Graphic Designer (April 2024 - July 2024)**
  SalesCraft Marketing Solution SDN BHD
  - Collaborated with the marketing team to design attractive visuals for social media platforms.
  - Designed marketing materials such as recycle bags, flyers, vouchers, and bottle stickers.

- **Onsite Management Intern (June 2023 - December 2023)**
  ZALORA Group
  - 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 (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 Content Creator (October 2022 - December 2022)**
  Adelyn's Delight Restaurant
  - Created engaging and eye-catching content, including short videos, for social media platforms.
  - Designed food menus and posters.

- **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 Caspian Low

Supervisor

SalesCraft Marketing Solution SDN BHD,

19-2-2, Block I, Jalan 3/101c, Cheras Business Centre, 56100 Kuala Lumpur, Wilayah

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