



YAP  
BOON KEE

122a, jalan pju 10/14d,  
saujana damansara,  
47810 petaling jaya,  
selangor.  
012 657 6667  
akieyap@gmail.com

akie yap

## Professional Summary

I have design and visual merchandise experience and was working on detailed projects. I also possess over 5 years of experience on several team-designed projects ranging from logo design to creating promotional materials for a business and have experience for conceptualize and implement visual merchandising strategies in the store, event or promotional area. I am very dedicated to my work.

## Work Experience

### Senior Graphic Designer Cum MARCOM

Berjaya Air S/B

July 2013 - Present

- Development and production of any marketing materials such as promotional materials, outdoor advertisements, exhibition & events, website content.
- Prepare and assemble final layouts for printing.
- Assist to manage all social media such as Facebook and Twitter for the Company.
- Review and edit existing promotional materials for marketing effectiveness, cross selling implications and make sure it adheres to the brand's guidelines.
- Work closely with a team to create and manage cross-organizational and integrated marketing strategies.
- Serve as the Company's liaison of all advertisements bookings.
- To coordinate media schedule in a monthly basis for printing and online advertisement.

### Senior Graphic Designer Cum Visual Merchandiser

ADVANCED APOTHEKE S/B

June 2012- June 2013

- Responsible Four Beauty Brand carried by the Company -L'erbolario from Italy, Neal's Yard Remedies from London, Penhaligon's from London-Perfume, Les Fleus de Bach
- Responsibilities in organising and attending press tours and events, which include arranging and organising a high frequency of media related events such as press luncheons and sampling of new product.
- Planning and execution on all Marketing programs including road show, exhibition, product launching, customers loyalty program, social media's activities.
- Assist the company in the overall marketing plans and strategies. Conceptualize and implement visual merchandising strategies in the store, event or promotional area.
- Assist in multimedia projects and other marketing related tasks when required for example sending new product to media, listing new product features to publisher, send EDM to customers
- Responsible for creating and setting up all visual merchandising and promotional display for seasonal change and promotional event.
- Decide what goes into the display window, and how often to come up with new window display ideas.
- Plan the layout of various items that are stacked inside the store, in a manner that encourages greater customer interest and sales.
- Come up with promotional ideas and marketing gimmicks in order to attract more buyers and generate more attention.
- Liaise closely with suppliers on print material & ensure the outputs arrive on time
- Manage the purchase budget, production costing and pricing
- Conceptualize and design marketing communications & supported materials, such as brochures, banners, posters, packaging, EDM, advertisements, presentations for relevant promotions.

### Senior Graphic Designer

CARNABY STUDIO S/B

May 2008 - May 2012

- Responsible for branding the top adoption related campaign with associated logos, collateral, trade show displays, print ads, packaging designs, and promotional pieces.
- Responsible for meeting clients and fulfilled their needs and requirements.
- Responsible for delivering projects from concept through to production.
- To provide appealing design solutions that reflect current trends, brand standards and a strategic approach to problem solving.
- Works with Design lead on specific aspects of each design projects. Maintains projects schedules, timelines and budgets and assists in preparation for team and project meetings.
- Know how to communicate visually and verbally to solve problem and organize work flow
- Experience in printing and production, to spec materials for cost and troubleshoot artwork/ printing problems
- Responsible for maintaining and up keeping the company brand identity as well as brainstorm new ideas for the existing and new clients required by the design brief

### EDUCATION

Diploma in Graphic Design 2004 - 2007

Dasein Academy of Art

### LANGUAGE SKILLS

English : Excellent spoken & written

Mandarin : Excellent spoken & written

B.Melayu : Fair spoken & written

### ACHIEVEMENTS

Shoes Design Competition 2006

/ Dasein Academy of Art

3rd runner up

### OTHER EXPERIENCE

World Vision Volunteer 2010 - 2013

### REFERENCE

Ricky Chan

Senior Business Development Manager

Berjaya Air S/B

012-220 7320

Derek Yeap

Business Development Director

Advanced Apotheke Sdn Bhd

012-287 7881

Michelle Yap

Creative Director

Carnaby Studio

012-299 3888