Lena Yeoh

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WORK EXPERIENCES

ART DIRECTOR

TrioMedia, Kansas City ▪ 2005 - Current ▪

- Responsible for every phase in developing corporate interactive online training solutions/applications
- Work with corporate and non-corporate clients on converting their contents to produce web or online training solution/applications
- Conduct usability testing on interactive training solutions prior to launch for clients
- Evaluate results based on user testing to ensure better solutions for users (clients)
- Brainstorm, architect, design and develop multimedia projects, e.g: websites, web based/online training solutions and applications
- Produce graphic design projects, such as stationery design, brochures, banners, booklet and posters
- Production management responsibilities involves coordinate video shoots and talent coordination, delegates multimedia projects based on different phases to designers and programmers and conduct user testing session to ensure product completion and launch

MUTIMEDIA/INTERACTIVE DESIGNER

Sprint, Kansas City ▪ 2002 - 2005 ▪

- Responsible for broad range of responsibilities included:
  - Design and development for corporate, internal and learning management system websites and web management
  - Responsible for art direction and creative identity ideas for in-house online training courses/solutions/applications, corporate branding campaigns and marketing collaterals
  - Design, develop and produce in-house and corporate sales online training solutions/kiosks
  - Conduct users testing on online solutions/applications and work on the results to ensure a productive launch
  - Design and produce print projects such as banners, poster, cd jackets, and marketing collaterals
  - Responsible for design production on creating prototyping for design and usability learning interactions
- Project lead in managing the multimedia production of elearning training courses. Responsibilities included producing conceptual design and ideas, storyboarding, create interface design, converting content compilation to animated graphics, conduct usability testing and package product to launch

WEB DESIGNER

Lookandfeel New Media, Kansas City ▪ 2000 - 2002 ▪

- Responsible on developing brand personalization and identity for educational, non-profit and business-to-business clients
- Designed and developed interfaces using flash in combination of hand-coded HTML, DHTML including CSS for websites
- Created captivating and compelling multimedia promotional flash banner as marketing material to support website launch
- Collaborated with team members on conceptualized ideas, design interface and developed animated videos

WORK EXPERIENCES

ASSISTANT PRODUCER
VHQ, Malaysia ▪ 1996 ▪
- Collaborated with advertising clients on producing post-production local commercials prior to launch
- Produced conceptual ideas and interface design for Music Video Awards campaign videos
- Assisted in developing creative concept and ideas for asia Music Television Video's project and television video graphics

ACCOUNT EXECUTIVE
Big Color Center, Malaysia ▪ 1995 ▪
- Worked in line with prospective accounts for print and multimedia projects
- Planned, scheduled and collaborated projects with programmers and designers from beginning to launch
- Art directed team for initial and production level of multimedia projects
- Consulted clients on print exhibition projects for Twin Tower Kuala Lumpur, software and telecommunication corporate companies

MULTIMEDIA DESIGNER
Neuronet, Malaysia ▪ 1993 ▪
- Designed internal corporate identity and marketing collaterals
- Designed and produced multimedia animated artworks and graphics for touch screen kiosk, cd-rom and video presentation for government, educational and telecommunication projects

SKILLS

Multimedia, websites and computer graphics
Proficient in both PC and MAC work stations

- Design and Animation:
  - Adobe Creative Suite CS3

- Video and Sound Edit:
  - Adobe Premiere
  - Adobe After Effects
  - Final Cut Pro
  - Soundtrack Pro
  - PeakLE
  - Sorenson Squeeze 4.0

- Language:
  - HTML
  - DHTML
  - CSS
  - Actionscript

- Others:
  - QuarkXpress
  - BBEdit
  - Microsoft Office

Art and Design

- Brainstorming
- Storyboarding
- Illustration
- Sketching
- Painting
- Strong Knowledge of Typography
- Experienced in Photography

EDUCATION

B.A (Hons) Design Management
Major: multimedia design & design management
De Montfort University, Leicester, UK

Diploma in Graphic Design
Major: Communication design & Computer Graphics
LimKokWing Institute of Creative Technology, Malaysia

AWARDS

Project: Riveted by Lee website
▪ 2002 ▪ OMNI AWARD GOLD, Kansas City Ad Club

Project: Riveted by Lee website
▪ 2002 ▪ ADDY AWARD GOLD, American Advertising Federation, 9th District

Project: Life Events Animated Video, American Century
▪ 2002 ▪ BRONZE QUILL AWARD, KC/IABC International Association of Business Communicators

Project: Typography Animation
▪ 1995 ▪ Best Award in Computer Graphics, LimKokWing Institute of Creative Technology

portfolio review upon request