

Meiyee Loo

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Education

Sept – Oct 2021

Google UX Design Certificate
Google

Jun 2014 – Jan 2018

Bachelor of Communication
CGPA 3.816
Universiti Putra Malaysia

2012 – 2013

Sijil Tinggi Persekolahan Malaysia (STPM)
CGPA 3.33
SMK Cochrane

2007 – 2011

Sijil Pelajaran Malaysia (SPM)
Result 4A, 5B, 1C
SMK Cochrane Perkasa

Working Experience

Jun 2020 – Dec 2021

Digital Designer
Trinergy Digital

- Collaborated with project managers to work on multiple projects simultaneously
- Delivered design for websites, apps, emails, social media content, logos, presentation, and packaging
- Utilized various software including Adobe Creative Clouds, Sketch, and Invision based on project needs
- Ideated on storyboard and produced videos
- Adapted any kind of design according to different needs and size adjustment

Jun 2019 – Mar 2020

Graphic Designer
CRV Sdn Bhd (Carlo Rino)

- Designed for sale campaigns and seasonal posters of all boutiques and counters in Malaysia
- Liaised with printers, and monitored installation timeline and progress
- Prepared documents, applied mall permission for poster installation, collected and delivered posters if necessary, and visited boutiques and counters to check on installation
- Adapted artwork into different sizes for digital and printed platforms
- Presented final artworks with mockups
- Designed for boutique window display, adjusted size measurement of props and stickers for different windows, and helped in props making

Working Experience (Continued)

Apr 2018 – Jan 2019

Content Marketing Editor

Travelog Malaysia

- Produced all marketing content including Chinese and English copies, still and animated images, and videos to drive traffic from the company's blog and Facebook pages to its e-commerce site
- Planned and executed email campaigns, produced content, and performed testing across different devices before blasting emails
- Monitored company's blog by filtering and editing user-generated content to optimise the reading experience
- Attended events, dealt with clients, collected information for sponsored content, and performed photo and video shooting
- Cooperated with media partners and liaised with them to advertise campaigns
- Guided and monitored new interns to pick up editor's job

Sept 2017 – Jan 2018

Journalist (Intern)

One Publishing

- Travelled to various events and tours, captured photos, dealt with public relations or person-in-charges of other companies, and collected information for reporting or writing insightful travel reviews
- Wrote for short social media posts and magazine articles in Chinese
- Conducted thorough research for different topics, analysed useful information, and produced relevant infographics
- Conducted interviews with homestay representatives
- Translated English content into Chinese, and vice versa

July 2015 – Feb 2018

Assistant (Part Time)

Kumon Education

- Monitored class flow and made sure students properly finish their tasks
- Guided students if they had troubles completing their tasks
- Trained students to become independent and active in self-study
- Marked students' worksheets and test papers
- Recorded the performance of every student
- Prepared worksheets for students
- Trained new assistants

Skills

UX research

- Usability study, user research, information architecture (IA), competitive analysis

Design

- UI design (responsive website & mobile app)
 - Wireframing, prototyping, storyboarding, writing, design system
- Visual design (digital & printed)
- Motion design & videos

Languages (written & spoken)

- Chinese – Advanced
- English – Good
- Malay – Good
- Japanese – Basic

Tools & Knowledge

- Adobe Creative Clouds
 - XD, Photoshop, Illustrator, After Effects
 - Sketch, Invision
 - Figma
 - Front end languages & frameworks
 - HTML, CSS, Tailwind, basic JavaScript
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Working Attitude

- Problem solving
 - Multitasking
 - Collaborative
 - Detail-oriented
 - Flexible to work in the office, or remotely
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References

Chris Wong

Chief Creative Officer
Trinergy Digital
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Joanne Thong

Account Manager
Trinergy Digital
+6012 627 1265

Joyce Chew

Office Manager
Trinergy Digital
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