

NUR AISHAH NABILAH BINTI MOHD YUSOF



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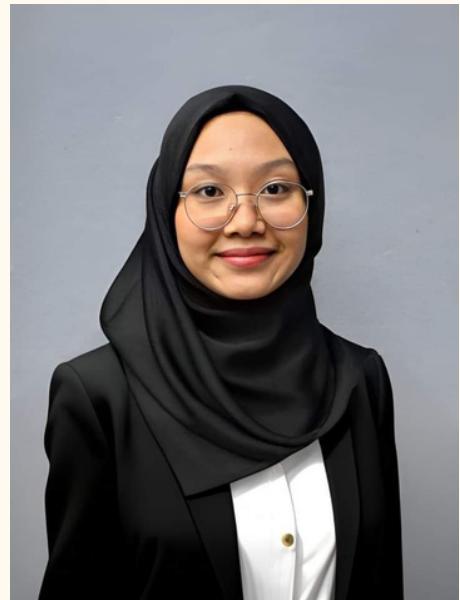
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Cheras, Kuala Lumpur



PROFESSIONAL SUMMARY

Driven New Media Communication graduate with a solid foundation in designing and communication development gained through academic projects and hands-on coursework. Proficient in Adobe Illustrator, Adobe Dreamweaver, Adobe InDesign with experience building a web design and creative artwork for company or product. A strong team collaborator and effective communicator, demonstrated by leading a group project to develop an e-commerce website and website designing as part of a final-year assignment. Eager to contribute to the designing industry, bringing fresh perspectives and creative expertise to a dynamic, fast-paced role.

EDUCATION

DIPLOMA IN NEW MEDIA COMMUNICATION AND CONTENTREPRENEURSHIP
University Teknologi Mara (UiTM) ALOR GAJAH,
CGPA : 3.4

2025

SIJIL PELAJARAN MALAYSIA (SPM)
SMK SERI BINTANG UTARA

2021

DESIGN & MARKETING INTERNSHIP

BEYOND4 SND BHD | September 2024 - January 2025

- Conceptualized and developed creative branding materials, including booklet, invites, and digital graphics, resulting in a 25% increase in client acquisition.
- Redesigned website user interfaces to enhance user experience, boosting engagement metrics by 20%.
- Collaborated with cross-functional teams to deliver innovative product designs, leading to a 15% reduction in production costs.
- Led social media strategy and content creation, growing audience engagement by 35%.
- Enroll as an emcee for an event which is Accelerate Your Success with SAP funded by Yayasan Peneraju
- Handled social media posting, designing and marketing for Program Keusahawanan Wanita funded by Hong Leong Foundation.

SOCIAL MEDIA CONTENT CREATOR FREELANCER

YOODO & GLAD2GLOW | June 2024

- Developed and implemented tailored social media content strategies, resulting in a 35% increase in audience engagement and a 20% boost in brand awareness within six months.
- Conducted in-depth market research to analyze audience preferences and emerging trends, enabling the creation of targeted campaigns that improved content relevance and engagement by 25%.

DIGITAL MARKETING & DESIGNER CONTRACT

ASHBAKERFRAGRANCE | October 2023

- Produced a high-quality, engaging short video showcasing a diverse range of perfumes, which attracted over 5,000 views and boosted product inquiries by 15%.
- Designed an eye-catching promotional banner for display at Jakel Mall Kuala Lumpur, Ground Floor, increasing foot traffic by 20% and enhancing brand visibility.
- Managed and curated dynamic content for the establishment's Instagram and TikTok accounts, resulting in a 35% increase in follower engagement and a 25% growth in brand presence within three months.

UI UX DESIGNER FREELANCE

PROJECT WEBSITE | December 2023- January 2024

- Developed a comprehensive website for a perfume business, incorporating the client's brand identity, target audience insights, and unique selling points to create an engaging online presence that enhanced the customer experience, resulting in increased web traffic and positive client feedback.
ashbakerfragranceskl.com

MERCHANDISE MOCKUP & POSTER DESIGN SELF EMPLOYED

FREELANCE | April 2022

- Adobe Photoshop to create 3D models and visually compelling artwork, showcasing creativity and technical expertise. View the portfolio of completed designs at nabilahhysf.online/design.

SOFT SKILL

Organized	● ● ○
Communication	● ● ●
Teamwork	● ● ●
Meeting deadlines	● ● ○
Critical thinking	● ● ●

TECHNICAL SKILL

Adobe XD	● ● ○
Figma	● ● ○
Adobe Lightroom	● ● ○
Adobbe photoshop	● ● ●
Adobe Illustrator	● ● ●
Adobe InDesign	● ● ●

CERTIFICATE

- HVG DIGITAL FREELANCE By MDEC
- DELF A1: FRENCH STUDY DIPLOMA

LANGUAGES

- Malay - FLUENT
- English - MODERATE
- France - BASIC

I also have extra experience on F&B Industry

BARISTA & CAFE CREW PART TIME

RICHIAMO COFFEE LENDU | November 2023 - July 2024

- Specializing in making coffee and a wide variety of beverages, providing excellent customer service.
- Handling cashier counter
- Opening and closing cash register

CASHIER PART TIME

MYDIN KOTA SINAR | April 2023 - November 2023

- Operated the cash register, processing customer transactions accurately and efficiently
- Handled cash, credit, and debit transactions while maintaining a balanced cash drawer
- Ensured the proper bagging of items and offered additional services (e.g., loyalty programs, promotions) to enhance customer experience
- Followed company policies and procedures for transactions, returns, and customer interactions

TEA BARISTA PART TIME

CHAGEE | March 2024 - November

2024

- Specializing in making tea and a wide variety of beverages, providing excellent customer service.
- Part time in several outlet (Pandan Indah, Sunway Velocity,Sri Petaling and Petaling Street)

SERVICE CREW PART TIME

NANDOS | October 2024 - November

2024

- Provided exceptional customer service by greeting and assisting guests, ensuring a positive dining experience
- Took and processed customer orders accurately, handling both in-person and online transactions
- Maintained cleanliness and organization of the dining area, ensuring a comfortable environment for guests
- Assisted in food preparation and delivery to tables, ensuring accuracy and quality of orders
- Collaborated with team members to meet service goals and maintain efficient operations
- Supported front-of-house and back-of-house teams during busy periods, ensuring timely service and customer satisfaction
- Part time in several outlet (Berjaya Times Square, NU Sentral, Sunway Velocity)

HOSTESS PART TIME

BOAT NOODLE| August 2024

- Greeted and welcomed guests with a friendly and positive attitude, ensuring a great first impression
- Managed guest seating, ensuring optimal table turnover while maintaining a smooth flow in the restaurant
- Assisted with reservations, walk-ins, and phone inquiries, providing accurate wait times and seating arrangements
- Coordinated with the kitchen and service staff to ensure timely and accurate order delivery
- Provided menu information, made recommendations, and answered guest questions about the restaurant's offerings
- Monitored dining area cleanliness and made sure guests were comfortable throughout their visit
- Part time in several outlet (NU Sentral, Mytown,)

SERVICE CREW PART TIME

POP MEALS SUNWAY PUTRA MALL| April 2024

- Prepared meals and beverages for customer
- Handling cash register

SERVICE CREW FULL TIME

BAKER'S COTTAGE PANDAN JAYA | April 2022- October 2023

- Operated the cash register, processed payments, and handled transactions accurately
- Prepared and served a variety of baked goods and meals
- Maintained a clean and organized front-of-house, including dining areas and service counters
- Managed inventory, restocked shelves, and ensured products were displayed attractively
- Handling opening outlet and prepared everything carefully