



SIDNEY KOK SHEUE YING

Graphic & Multimedia Designer

“ I have **2 years of working experience** in the E-commerce industry. I am adept with a wide range of digital and printed marketing media design.”



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+6016-823 9633



Selangor, Malaysia



SKILLS & COMPETENCIES



Photoshop



Illustrator



After Effects



Premiere



Indesign



Responsibility



Teamwork



Communication



Problem solving



LANGUAGES

Chinese

Fluent

English

Working Knowledge

Malay

Conversational



JOB EXPERIENCES

Graphic & Multimedia designer

imSold! App (701Search Pte Ltd)

10/2015 - 10/2017

- Produced a variety of design support to the marketing team's need, including **Facebook ads, social media posts, promo videos, email template, printed materials** for the event and **online display banner**.
- Accomplished created Facebook High performing CTR Ad sets between 2.37% and 3.71% (Overall Average Unique Click through rate is 1.5%).
- Improved and organised imSold! Brand identity, including created proper corporate identity guidelines.
- Assisted marketing and customer service staff as necessary at any phase of English to Mandarin translation.
- Maintained imSold! Design project, including explained the design draft to another designer, estimate design project timeline and organised weekly scheduled of the design project.

Graphic Design Internship

Duriana (Duriana Internet Pte Ltd)

01/2015 - 03/2015

- Created designs for online marketing materials. Collaborated with marketing team to design graphic artwork for online marketing materials, including Facebook ads and Social Media posts.
- Researched, assisted and presented new ideas for creative marketing advertisements and campaigns.
- Assisted marketing staff as necessary at any phase of English to Mandarin translation.



EDUCATION

DIPLOMA IN GRAPHIC & MULTIMEDIA DESIGN

School of Arts | Sunway University

02/2013 - 09/2015



CERTIFICATE

ADOBE PREMIERE PRO CC BASICS TO ADVANCED

On successful completion of the authorized Adobe training course