

Amirul Hakim Bin Muhammad

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Multidisciplinary designer. Strive in expanding my knowledge and skills.

I am a personable individual with proven time-management skills developed from years of experience in graphic design field. I am also able to work confidently with diverse cultures and situations in which cultural awareness and appreciation are integral. I believe my academic background and my experiences are enough to fill in and complete the spot that is available and this is a great opportunity to further my journey of professional career to the next level.

Language & Writing Skills:

- Malay: Native
- English: Fluent

Key Skills:

- Brand direction
- Graphic designs
- Web Design
- UI & UX
- Manual & digital illustration
- Basic animations
- Basic video editing
- Proposal development
- Client engagement & support
- Basic Photography
- Customer service
- Data & research
- Business management

SOFTWARE & APPLICATION SKILLS (DESIGN):



RATING (%):

Basic (10 - 40), Intermediate (50 - 70), Advanced (80 - 90)

COLORS INDICATOR:

	DESIGN	UI & UX	MANAGEMENT	PROGRAMMING
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PORTFOLIO SITE:

<https://miyoicreativeground.framer.website/>

EDUCATION

TERTIARY

University Teknologi MARA (UiTM) Lendu, Alor Gajah, Melaka, Malaysia (2011 – 2015)

Diploma in Art & Design (Graphic Design and Digital Media)

CGPA: 3.35

SECONDARY

MARA Junior Science College (MJSC) Gemencheh, Negeri Sembilan, Malaysia (2009 – 2010)

Sijil Pelajaran Malaysia (SPM)

Results: 6A, 4B (10 subjects)

ACHIEVEMENT

- **2017:** Malaysian Online Comic Challenge (CKOM 2017) by MATKOMIK. Top 30.
- **2014:** Word of Appointment by Yang Di-pertuan Agong as Young Lieutenant of Reserved Army Forces for commissioning under Reserved Officer Training Unit (ROTU).
- **2010:** Participant of National Chemistry Quiz
- **2009:** Participant of Inter-MRSM Police Cadet Camp
- **2009:** Participants of Inter-MRSM Young Scientist Program

SPECIAL MENTION

2014 - 2016	Rejimen Askar Wataniah (Malaysian Reserved Army Force)	Young Lieutenant of Army
2011	Pelatih Latihan Khidmat Negara (PLKN)	-

PERSONAL ATTRIBUTES

- ✓ **Communicate with Leadership:** A communicator with a good command gain from experience and acquire appreciation for different communication styles when working with team members or clients.
- ✓ **Honest and Reliable:** Strong morals and ethics ensuring honesty, reliability and ability to responsibly undertake tasks.
- ✓ **Flexible:** Understanding of the need for flexibility in order to support last-minute demands and changes. Comfortable with changing environments and situations, ensuring ability to remain flexible and adaptable.
- ✓ **Time Management:** Dedication to effective prioritisation and management of time by allocating tasks and recording activities in diaries and daily to-do lists.

WORK EXPERIENCE PLACEMENT

KAPTEN CREATIVE ENTERPRISE

Managing Director & Graphic Designer

APR 2015 - JUNE 2019

4 years of employment with my brother startup company that focus on print and design market. A sole graphic designer of the company and at the same time as managing director that require me to organize company administration.

Achievements and Contributions

- **Brand Direction & Concept Art:** Analyse multiple design aspects require by client and propose strategies and direction of the brand.
- **Graphic Design:** Contributed lots of graphic element whether to be used as ready-made or custom design such as logo and corporate identity, illustration, printed and advertising items such as wedding cards, label stickers, pamphlet and brochure or large format item such as roll up bunting and wall stickers.
- **Website:** Put up web planning and prepare web's wire-frame as well experience in designing the website layout.
- **Business Strategy:** Contributed to reviews of marketing opportunities for sourcing new clients. Provided recommendations, including increased social media interaction, which were received positively.
- **Business Administration:** Assisted with general business administration tasks including responding to incoming inquiries and preparing proposals for clients and own firm.
- **Research:** Undertook extensive research to develop an understanding of various data such as visual elements, market opportunities, legislation and regulations as long as it relevant to client's requirements. Collated research into client files and company's information library.
- **Client engagement:** Worked with clients either directly or online. Giving full consultation and support to solving client's problems or providing client's demands.

PROFESSIONAL REFEREES

Mr. Azmi Muhammad

Chief Executive Officer

Kapten Creative

Phone: +6017 280 2615

Email: azmi@kaptencreative.com

EVERGROW (M) SDN BHD

Graphic Designer

AUG 2019 - DEC 2020

A brief designer for startup company before Covid hits and I am asked to migrate to their other company.

Achievements and Contributions

- **Graphic Design:** Creating graphic for shoes product for retail purpose. Leading the design creation from custom graphics to presentation and mock-ups.
- **Research:** Due to the retails products already have their own brand identity, I need to research on what the dos and don'ts of the brands. At the same time utilised limited assets to creating an appropriate graphics for the products.

PROFESSIONAL REFEREES

Mr. Jimmy Wong

Chief Executive Officer

Evergrow (M) Sdn Bhd

Phone: +60 14-317 6686

Email: jimmy.evergrow@gmail.com

RED DINO SDN BHD

Lead & Senior Graphic Designer

JAN 2021 - CURRENT

Latest and current employee of Red Dino Sdn Bhd. A startup third party company that helping provide solutions to clients that would like to venture e-commerce opportunity in Southeast Asia. Red Dino also e-commerce marketplace partner for Lazada and Shopee. I have been with them for 3 years and have been climbing the ladder to become their lead graphic designer. One of my achievements was to pitching and secure a contract with SEA L'Oreal Groupe to

providing design services to them. Our tasks mainly required us to create and deliver multiple online and physical assets from the concept provided by them. Starting from Lancôme as our first L’Oreal brand. We are now in-charge of more than 5 brands from L’Oreal Groupe.

Achievements and Contributions

- **Brand Direction & Concept Art:** Creating a Key Visual either from proposed concept or from scratch and then utilising the Key Visuals as marketing materials that fit multiple size and dimension. Analyse multiple concepts of design from multiple brands and extracting them to fit various marketing material from online to offline executions.
- **Graphic Design:** Producing a variety of graphic designs such as digital banner for e-commerce sites, email marketing, GIF animations banner for promotional highlight, social media advertising and even offline purpose such as window sticker and product packaging.
- **UI & UX:** Planning and proposing a design for client’s e-commerce site. E-commerce sites like Lazada and Shopee already have integrated modules that can be used easily without the need of HTML and CSS or advanced Javascripts. So, similar to design in Wix or Squarespace, I gave attention to planning a beautiful and functional UI that fit the client at the same time considering the User Experience. Our designs have evolved from focusing on desktop view to focus more on Mobile view to fit our current era.
- **Business Strategy:** I am helping in consulting and provide solutions for the clients. Especially, whenever my fellow colleagues or junior that lacks experiences require other perspective, that is where I come to the rescue.
- **Business Administration:** As a lead, I also contributing to help align the design process among the team. From creating naming conventions for the design library and assets to design a workflow so we can work as efficient as possible.
- **Research:** Undertook extensive research to develop an understanding of various data such as visual elements, market opportunities, legislation and regulations as long as it relevant to client's requirements. Collated research into client files and company's information library.
- **Client engagement:** Worked with clients either directly or online. Giving full consultation and support to solving client’s problems or providing client’s demands.

PROFESSIONAL REFEREES

Wong Kim Yoong

Chief Executive Officer

Red Dino Sdn Bhd

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