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# Resume

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## VALUE STATEMENT

Award-winning Art Director / Sr. Visual Designer highly skilled at Website, user interface, print, interactive, brand and product design. Excellent visual storyteller. Creative artist. Easy-going. Positive thinker. Tactful collaborator. Flexible and versatile.

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## EXPERIENCE

2007- Current

**+ Yahoo!, Inc - CA San Francisco, USA**  
**Art Director/ Lead Visual Designer for Jumpcut and Yahoo Video**

Managed the re-launch of Y! Video in Feb 2008 starting from user experience , design to development, all the way through launch. Redesign resulted in an increase in site streams by 40 million streams over 4 months to become the #1 video streaming property in the Y! Network.

Establish the brand guideline and voice for Yahoo Video. Manage and conceptualized the player for all Yahoo! including the homepage, that attracted at least 1.575 billion visitors annually.

Executed a new video strategy and implemented new ads format that will change the competitive layout of the industry and gain sponsorship

2005- Current

**+ Photographer/ Videographer/ Stylist / Jewelry Designer**

An Experimental photographer / videographer, which encompass fine art, advertising, fashion, nature and landscape, architectural, food, abstract, lifestyle and portraiture.

Creating new Metal and fuse glass jewelry design format that will change the competitive layout of the industry.

2004- 2007

**+ AOL LLC, Inc - Dulles VA, USA**  
**Sr Visual Designer for AIM Community Product**

Developed AIM social community for AIM Pages, AIM Today and AOL Photo Team and manage to generated 1M page views per month in 2006 and 2007

Redesign of the AOL.com 3.0 portal, more than \$1 Billion revenue drawing website. Developed multiple prototypes with innovative ways to increase engagement and network growth.

Manage and design lead for all the AIM.com co-brand efforts with many corporations like HP, AT&T, Walmart, Purina, Dove etc

Identify and address technical problem as they relate to visual design, create specifications, templates, prototypes, sketching, moodboarding, and storyboarding.

Work closely with the Design Director / engineers to create exciting visual concept designs, with a look and feel that supports and enhances the overall experiential design while meeting client specifications for project execution.

## EXPERIENCE

2005

**+ Oddzballz**  
**Founder / Creative Director / Designer**

Art Direction from product concepts through to print formatting and web presence.

Innovative concept development, design, prototyping, testing, functional requirements and aesthetic appeal. Products for mass manufacture or small quantity production.

In-depth knowledge and understanding of materials, production processes, market research and commercial awareness.

Development and direction of marketing efforts. Coordination of specialists in production, sales, advertising, promotion, research and development, market research, purchasing, distribution, package development and finance.

2002 - 2004

**+ Mediaweave Rhode Island, USA**  
**Creative Director & Chief Visual Designer**

Directed in-house advertising unit and design team, working in interactive and print media.

Developed design solutions ranging from corporate communications to information systems and interactive media. websites, user interface, print, branding, screensaver, visual.

Worked on 3-4 projects at a given time; successfully completed in excess of 40 projects in 18 months.

Developed and maintained Mediaweave branding & identity; created corporate style guide to ensure coherent visual standard for Me

2002 - 2002

**+ Phoenix Commerce Kuala Lumpur, Selangor, Malaysia**  
**Creative Manager**

Full responsibility for Phoenix Commerce's marketing design materials and branding.

Art Direction of creative department of 11 designers/programmers.

Directed and worked with freelancers and overseas branches.

## EXPERIENCE

2000 -2002

+ **Ximnet Corporation Kuala Lumpur, Malaysia & USA - CA**  
**Creative Head**

Extensive experience in advertising, promotion print publications, web sites, and multimedia application development.

Conceptualized, planned and developed ideas for projects and campaigns

Key Positions included Art Direction, leading a team of 3 designers.

1999-2000

+ **Fireballgraphic Kuala Lumpur, Selangor, Malaysia**  
**Advertising consultancy & Lead Designer**

Design Execution.

Created company's image and advertising campaign. Succesfully launch Oral-B, Njoy, Brilliant Vision, Dave's Deli , Latrend, King's Ice cream, Taza Restaurant, brand within the Asia market, with fully integrated print and advertising campaign 2000.

Designed new product packaging and P.O.P

## EDUCATION

1997-1999

+ **Graphic Design and Multimedia Saito Academy of Art**  
**Kuala Lumpur, Selangor, Malaysia**

Diploma in graphic design, advertising and marketing studies.

2004

+ **Rhode Island School of Design (RISD), USA**

Continuing Education - Interactive Flash MX, Dreamweaver.

2007

+ **California College of the Arts**

Continuing Education - Metalsmithing and Jewelry Design

2008

+ **Scintillant Studio**

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## AWARDS

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Excellent visual design
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- + **Finalist in packaging design contest for Nestle, Malaysia**
- + **1st prize winner in Mc Donald's Mc Teddy Bears Creative Display Competition 1999, Malaysia**
- + **Malaysian finalist in the "Manchester in Malaysia T-shirt motif design competition" 98 awarded by HM Queen Elizabeth II and HRH The Du Edinburgh.**
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## FEATURED

- "Video of the day" at [vimeo.com](http://vimeo.com)
- "Video of the day" at [jumpcut.com](http://jumpcut.com) & [video.yahoo.com](http://video.yahoo.com)
- "Website of the day" at [TurkeyAward.com](http://TurkeyAward.com)
- "Website of the day" [AdesAward.com](http://AdesAward.com)
- "Website of the month" [Creativevigor.com](http://Creativevigor.com)
- "Website of the day" [visualdesigner.net](http://visualdesigner.net)
- "July picks of the month" [www.res72.com](http://www.res72.com)
- "Website of the month" [visualOrgasm](http://visualOrgasm) , Berlin
- "Featured portfolio of the month" at [crossmind.net](http://crossmind.net)

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## PUBLISHED WORK

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- Art Exhibition Featuring my photography at Brickhouse Cafe & Bar 2008**
- AOLPHOTOBLOG** - Interview 06/07
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- Inaugural Magazine** Issue FALL 2005
- Published Work on [Flickr.com](http://Flickr.com) - Most interesting/ Outstanding photos category
- Published Product Design** at Shiny Shiny
- Published Product Design** at Australia , UK and German newspaper 06
- Heso Japanese Culture** Magazine
- Featured Artist Interview @ **Project Three™**
- Featuring in a gallery in Italy -( **FORMA / Centro Internazionale di Fotografia07**)

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## SKILLS

### + Art Direction/ Lead Sr Designer:

Very good knowledge of visual communication & user experience.

Expertise in creating style guides and brand studies, video editor, production design, motion graphics, photography, and videography skills.

Good at leading, inspiring designers.

Good understanding of technical aspects, allowing me to create products.

### + Production:

Full knowledge of the production processes for the following media:

- On and off-line interactive applications.
- Branding
- Print design
- Packaging design
- Interaction Design
- User Interface Design
- Web Design
- Video Editing/ Videography
- Photography skill in product, portraiture, landscape & Editorial

### + Typography:

Expertise in creating visual typography design

### + Media programming:

Good understanding of web technologies (ActionScript, HTML - CSS)

Familiarity with variety of design software (Illustrator, Photoshop, Flash MX, QuarkXPress, Freehand, Fireworks, Dreamweaver, Sound Edit Pro, 3D Terragen, Omnigraffle, Final Cut Pro and Imovie )

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## HOBBIES

### + Photography/ Videography

Strong interest in all areas of photography, encompassing fine art, advertising, fashion, nature and landscape, architectural, food, abstract, lifestyle and portraiture.

### + Abstract Painter

Love to draw, and paint abstract artwork.

### + Jewelry Designer

Enjoy creating handcrafted jewelry, from silver to glass stone design.

### + Product and Prototype Creator.

Enjoy creating prototype products, such as character design and experimental gadget product execution.

**Work samples and references are available upon request**

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## EXPERIENCE

2009- Current

**+ Sugar, Inc - CA San Francisco, USA**  
**Art Director**

Responsible for developing and executing the overall 12 Sugar's brand, interactive media, user interface, print campaigns, branding, marketing materials, mobile interactions, Sugar TV visual sets, game concepts, and the visual standard of the Sugar Network.

Collaborate with cross-functional team leaders such as VPs and Directors in Editing, Marketing, Engineering, Commerce to conceptualize ideas and to translate Sugar's business goals and needs into designs that effectively represent Sugar Brands.

Manage and direct four in-house design team/ contractors.

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