

I'm a design professional with over a decade of experience spanning digital and physical mediums. With strong technical and soft skills, I deliver innovative products that resonate with customers and drive business growth. My passion lies in crafting meaningful experiences with meticulous precision. A reliable team player, I thrive in dynamic environments, taking ownership of my work and fostering inclusivity.

Experience

BOXRAW

Brand Design Manager

May 2022 - Aug 2023
United Kingdom (Remote)

Crafted a fresh, distinct identity that stood out from the market and diversified the brand's product range with designs accounting for 35% of total sales since its release.

- Executed a brand refresh and maintained its standards and guidelines
- Redesigned the brand's [website](#) which hosts an average of 8,000 sessions daily
- Designed apparel that sold over 2,000 units and generated more than £100k in revenue
- Coordinated marketing collaterals, including the sellout [CREED III campaign](#) which drove a 43% boost in daily orders
- Secured >10 uniform partnerships with renowned gyms across the USA, UK, and Asia

ONE Championship

Creative Manager

Nov 2019 - Apr 2022
Singapore

A pioneer of the merchandise team at ONE Championship, growing online sales from 20-99% of total sales, and increasing monthly sales by 20x.

- Led research and design for over 100 SKUs of branded merchandise
- Designed bestselling collections that required more than 3 restocking cycles, including collaborations with iconic brands like Bruce Lee and Muhammad Ali
- Presented designs and communicated with cross-functional stakeholders
- Reviewed prototypes and samples to ensure brand and quality standards were upheld
- Supported marketing initiatives such as product launches and promotional campaigns

SaltyCustoms

Head of Creative

Jan 2014 - Jun 2019
Malaysia

Ventured into sales, business development, and project management before focusing on creative direction and crafting design solutions for clients.

- Led design projects for global brands such as Formula 1, Amazon, and Nescafé
- Established and operated "Launch", a merchandise platform that sold >2,000 items in 6 months
- Account Executive from 2014-2015, managed key accounts (i.e. Universal Music, Heineken, Club Med) and secured over MYR 1 million in sales

Education

Google UX Design Professional Certificate

Jan - Sep 2023

Saito College - Diploma in Graphic Design

2010-2012 • Malaysia

CGPA: 3.6 (Distinction), Recipient of Best Student Award

Skills

Design

UI/UX Design
Visual Design
Art Direction
Branding
Marketing
Illustration

Software

Figma
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Premiere Pro

Other

Project
Management
Time Management
Copywriting