

SKY SUM KAE YAW

ABOUT ME

With more than 19 years' of design experience working at mid weight to senior level across regional accounts in an integrated / creative / event agency in Malaysia and Singapore. I am also a hands-on team player that builds and maintains strong working relationships with colleagues, partners and clients.

Currently looking for a new and challenging position, one which will make best use of my existing skills and experience and also further my personal and professional development. My online portfolio <https://skysum.wixsite.com/portfolio> showcases across a variety of client sectors and platforms which demonstrates creative thinking, building brands and identities through typography, colour, logo design, tone of voice communication, digitally versed and always thinking integrated on cross-platform.

STRENGTH & ABILITY

- Keep up to date with new technologies, rapidly evolving cultural and social trends to ensure our clients benefit from ideas relevant to the target audience and improved creative output.
- Maintain the highest standards of creativity and quality throughout the development and implementation of all work.
- Conceptualising, designing, and strategising directions to meet the communication needs of our clients/brands and provide stimulus to help client visualise the creative idea.
- Exceptional design aesthetic, variations in style and awareness of design trends.
- Build a strong rationale for selling-in creative work.
- Present final creative ideas to client; ensure client is on board with creative idea
- Strength in print design and multi-format collateral, but also keen to venture into experience design, UX & UI, interactive and motion graphics.
- Photography & Art Directing.
- Good QC and with eye for beauty from craft to execution.
- Liaise with production re-specs for print production and press approvals.

QUALIFICATIONS

Bachelor Degree In Advertising & Graphic / 2008

Curtin University Of Technology, Western Australia

Diploma In Advertising & Graphic / 2004

The One Academy Of Communication Design, Malaysia

MAIN ACCOMPLISHMENT & ACCOLADES

Global Transformation Forum 2015

Multi-Format Collateral, Malaysia

Zaisan Steppez 2013

Environmental Branding, Ulaan Baatar, Mongolia

Asia Pacific Design Biennial Award 2012

ONG&ONG O+ Merchandise, Singapore

Product & Furniture Design Category - Outstanding Award

GENERAL INFORMATION

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Male

Malaysian

E skysum@hotmail.com

T +65 8053 4915

APPLICATION SOFTWARE

I am a mac user.

Proficient in InDesign,
Photoshop, Adobe Illustrator

Softwares	+++++
Drawing	+++++
Photography	+++++
Art & Crafts	+++++

LANGUAGES

English
Mandarin
Cantonese
Bahasa Melayu

WORK EXPERIENCE

Holo Design Studio / Freelance / 2015 - present

Branding, Product Design, Communication, Malaysia

- Brainstorm visual and copy ideas with other members of the creative members.
- Work closely with graphic designers and producers for both concept development as well as execution of project / campaign.
- Leverage innovative and forward thinking approaches.
- Coming up with refined and comprehensive design solutions for corporate and brand identity, promotional and marketing communications material, events, presentations and also in digital platforms.
- Conduct art & craft workshops occasionally.

Formul8 Pte. Ltd. / Jr. Art Director / 2019 - 2020

Advertising Agency, Singapore

- Art directing & Building Brands
- From conceptualisation to FA for all creatives.
- Work on all Prints and digital platforms.
- ATL & BTL

Radius World / Project Senior Designer / 2015

Marketing, Exhibitions, Events & Interior Design, Malaysia

- As a member of the project management team.
- Develop all visual, marketing collaterals & communication materials for the project.
- Liaising directly with project manager as well as the client.
- Mentoring and guiding junior creatives across the creative team.

ONG&ONG / Environmental Branding Designer / 2010 - 2013

Multi-Disciplinary Design Firm, Singapore

- Corporate Communication.
- Environmental Branding Design.
- Develop designs and visual concepts that translate into integrated, sophisticated solutions for product, social, video, digital and experiential marketing for clients.
- Work closely with the architects and interior designer.
- Photography & Interior display styling for new projects.

Swot Design Group / Contract Designer / 2009

Design Agency, Kuala Lumpur

- Creating new packaging design for a consumable product.
- Designing promotional materials for a luxury lingerie brand.

Aquaria KLCC / Visual & Design Senior Executive / 2005 - 2007

Tourism & Edutainment Company, Kuala Lumpur

- One of the pioneer member at the aquarium.
- Handling all the creative marketing.
- Develop concepts and layouts for a range of projects.
- Advertising materials.
- Events.
- Visual Merchandising.

VOLUNTARY WORK

CT Training and Development (AUTISM CENTRE) / Teacher, Supervisor

Education, Ipoh

- Giving lessons and training from provided resources.
- Handling all creative materials needed for the Centre.

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