

JIAM, SEOW MUN

DESIGNER

PROFILE

Creative and versatile designer with a vast experience in advertising agency, design firms and also on the client side. Passionate in creative problem-solving and executing designs across various mediums. Besides being a team player with strong communication, collaboration abilities and work ethic, I am also independent and have great time management. Constantly seeking new learning opportunities to grow and expand my skill sets. What keeps me going is an open mind and a positive attitude. Feel free to check out my portfolio site at www.seowmun.com

EDUCATION

Diploma in Interactive Media Design

Durham College (2021-2023)
(Highest ranking graduate, OPG Employee and Pensioners' Award receiver)

Diploma in Advertising & Graphic Design

The One Academy of Communication Design (2003-2006)

SKILLS

Adobe Illustrator	Figma
Adobe Photoshop	HTML & CSS
Adobe After Effects	Adobe Premiere Pro
Adobe XD	Adobe Animate

AREAS OF EXPERTISE

Graphic design	Motion Graphics
Web design	Video Editing
User Interface Design (UI)	Packaging
User Experience (UX)	Social Media

CONTACT

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EXPERIENCE

Expedia • Senior Designer

Oct 2014 - Oct 2023

- Constantly creating and updating templates with the design system to allow easy extraction for campaign usage. Support on monthly campaigns on email, app to landing page and external banners
- Successfully redesign the App Playstore refresh for Expedia on IOS and Android
- Create modules and build email with the design system for Expedia, Hotels.com and Vrbo
- Led creatives in Malaysia with digital assets, print ads, television commercials, interactive mobile promotion, social media postings and infographics before changing into a global role that supports all points of sale with a unified platform

Muse Creative • Senior Graphic Designer

Jul 2013 - Oct 2014

- Art direction, brainstorm, executing design until final artwork. Proposed designs that win pitching projects ranging from packaging design, POSM and activations
- Constantly delivering quality working with multiple projects within tight deadlines for FMCG clients such as Unilever

D plus M Creative • Graphic Designer

Jul 2011 - Mar 2012

- Execute design until final artwork and mock up. Deal with suppliers & printers for quotations, QC & delivery

Egghouse Graphics • Graphic Designer

Apr 2010 - Oct 2010

- Worked on projects from branding, corporate identity, publications to packaging design

Lucideas • Graphic Designer / Jun 07 – Jan 10

Jun 2007 - Jan 2010, Dec 2010 - Mar 2011

- Assist with advertising campaigns and design. Brainstorming with Art Director, Strategist & Copy writer for campaigns and execute designs
- Produced design work such as print ads, brochures, environmental graphics, logo, posters and more