

# Lina Hew

Name : Hew Soo Sum, Lina  
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## Education Background

- 2006 Bachelor of Computer Graphic Design (Final Year Degree)  
University of Waikato, Wanganui School of Design, New Zealand  
Best Academic Performance Student Award
- 2004-2005 Bachelor of Computer Graphic Design  
Lim Kok Wing University of Creative Technology, Malaysia
- 2003 Foundation in Art and Design  
The One Academy, Malaysia

## Experience

- 2022 - Present  
Unit Head of Visual Design Operation  
**CelcomDigi.com**  
Operationalize and improve design practices, systems, and tools that drive craft excellence and efficiency at scale. Execute all cycle campaigns according to company guidelines, including In-Store Promotional Displays, web, mobile applications, Roadshows, and events.
- 2020 - 2022  
Virtual Squad Lead, Commercial Go-to-Market  
**Digi Communications**  
Responsible for overseeing cycle campaigns from ideation to product launch. Collaborate with other departments to reach the market on time, always looking for a new way of working across the team to maximize productivity.
- 2016 - 2020  
Head of Design, Marketing Communications  
**Digi Communications**  
I provide a creative vision for the company and establish processes and practices to realize that vision. I set the bar for design quality and contribute to the development of brand definition with partner agencies. I work closely with other departments to ensure that campaigns are delivered on time, always looking for new and innovative ways of working. I also collaborate with agency partners to deliver campaigns.
- 2014 - 2016  
Freelancer (web / print)  
**Freelancing**  
Provided design services to SMEs, offering 360 design solutions ranging from brand building to website development and social media marketing.
- 2010 - 2014  
Senior Digital Designer + Front-end Developer  
**9lives Digital S/B**  
I led the UX and UI design process and development of all digital campaigns, creating marketing materials for campaigns ranging from rich media banners to homepage takeovers, microsites, mobile apps, and more for diverse clients.
- 2007 - 2010  
Graphic Designer  
**9lives Communications S/B**  
My responsibilities included designing and developing advertising campaigns, from branding to print and digital marketing materials. I was also in charge of developing and maintaining the company website for 9lives.
- 2007  
Graphic Designer  
**DesignFriends.com**  
I provided fast turnaround design services ranging from branding, animation, digital marketing materials, and web UI design and development for SMEs
- 2006  
Freelancer  
**Freelancing**  
Provided design services to advertising agencies and small businesses, focusing on UX and UI design and development.