

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
- 2002 Pre-University, Cambridge A-Levels
(Accounting, Law & Economics)
Sunway College / Sunway University, Malaysia

Knowledge

(Proficiency 0 - 100%)

- Adobe Illustrator (95%)
Adobe Photoshop (95%)
Adobe InDesign (85%)
- Adobe Premier Pro (65%)
Adobe After Effects (65%)
- Adobe Dreamweaver (85%)
HTML & CSS (80%)
- Microsoft (70%)

Experience

- 2016 - Present
Head of Design,
Marketing
Communications
Digi Communications
To provides a creative vision to the company and establish processes and practices for realizing that vision. Set the bar for the design quality and contribute to the development of brand definition with partners agency. Also to ensure that it's appropriately interpreted throughout the company. Collaborate with other departments to ensure reach marketing on time. Always in lookout for a new way of work.
- 2014 - 2016
Freelancer (web / print)
Freelancing
Providing Design Services to SME. 360 Design Services ranging from Brand Building, Website Building, and Social Media Marketing & Marketing material.
- 2010 - 2014
Senior Digital Designer +
Front-end Developer
9lives Digital S/B
Lead the UX & UI design process and development of all digital campaigns. Developed marketing material for campaigns ranging from rich media banners, homepage takeovers, microsites, mobile apps, and more for a diverse range of clients.
- 2007 - 2010
Graphic Designer
9lives Communications S/B
Responsibilities include design and develop advertising campaigns, from Branding to Print and Digital Marketing materials. Incharge of developing company website or 9lives & maintenance.
- 2007
Graphic Designer
DesignFriends.com
Fast Turnaround design service provider for businesses that require quick turnaround. Provide design services ranging from Branding, Animation, Digital Marketing Materials, Web UI Design + Development.
- 2006
Freelancer
Freelancing
Providing Design Services with to Advertising Agency and Small Businesses. Focusing on UX & UI Design + Development.