



## INFO

Dedicated in creating and communicating visual by using digital media in procedure. Seek a varied that enable me to consolidate my experience and provide opportunities for personal growth.

### NAME

Goh Jia Hwey (Katherine)

### DOB

22-03-1990

### ADDRESS

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### PHONE

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### Portfolio website

<https://katherinegoh43.wixsite.com/mysite>



## EDUCATION

- (Jan 1996 - Dec 2001) **SJK (C) YUK CHAI**
- (Jan 2002 - Dec 2007) **SMK DAMANSARA JAYA**
- (Jan 2008 - Jun 2011) **IACT College**
- (Jan 2012 - Sept 2013) **KBU**



## LANGUAGE

- |               |        |
|---------------|--------|
| English       | ●●●●○○ |
| Chinese       | ●●○○○○ |
| Bahasa Melayu | ●●●○○○ |



## SKILLS AND EXPERTIZE

- |                |         |               |         |
|----------------|---------|---------------|---------|
| Photoshop      | ●●●●○○  | Ms Word       | ●●●●●○○ |
| Illustrator    | ●●●●●○○ | Creativity    | ●●●●●○○ |
| Indesign       | ●●●○○○  | Flexiblity    | ●●●●●○○ |
| Ms PowerPoint  | ●●●●○○○ | Work in Group | ●●●●●○○ |
| Sony Vegas Pro | ●●●●●○○ | Capcut        | ●●●●●●● |



## WORK EXPERIENCES

- (Jun 2011 - Aug 2011)  
**Internship for 3 months**

### MONOGRAM CONCEPT SDN.BHD.

- Help to assist Art Director.
- Design implementation coordinating with senior employees executing project task given.
- Engaging interactive design program in advertising media
- Amend materials when senior or director for improvement.
- Learn about color codes suitable for brands.
- Prepare label stickers and template design that is up to date.

## PART TIME JOB

### inkvasprints

- Design Name Card for Print

### BORU

- (A Start up company)
- Helped to designing their Logo

### AWARD / HONOR

SMK Damansara Jaya  
Excellence academic  
in Art Education - certificate  
(28 April 2007)

## CONTRACT BASE WORK EXPERIENCE

### Art Expo Malaysia Sdn. Bhd.

#### Position: Executive Assistant

August - Sept 2013

- Supportive supervisor researching data information and conducting calls through operation.
- Provide and assist hospitality services to staff members and clients.
- Preparation of invitation cards in envelope and pasting.

## WORK EXPERIENCES

(Jan 2014 - Jun 2015)

#### Junior Graphic Designer

#### Green Warrior Publication Sdn. Bhd.

- Discuss creative ideas and open to ideas with superiors.
- Help to assist on designing eye catching layout paginations under superior instruction and provision.
- Handle monthly subscriber postage for clients and event listing.

(Sept 2015 - Jun 2016)

#### Marketing Executive (Designer)

#### Groupon

- Work closely with marketing team and boss in managing even campaign banners weekly.
- Undergo necessary procedure of pre-flight data and via email send over to boss/co-workers/client directly given a task.
- Notify head occasionally to inform him about work progression in a daily basis.
- Handle multiples of banner work for Malaysia and Singapore with tight deadlines and efficiency.

(Dec 2016 - Dec 2017)

#### Graphic Designer Executive

#### Wonderfly Sdn. Bhd

- Focus on Facebook Post and Hardsell Campaign.
- Design company corporate identity with existing logo.
- Assigned to assist co-workers and bosses with their campaign launch or other design need for back up.
- Work on Mailchimp newsletters templates online for advertising purposes.

(Feb 2018 - May 2018)

#### Graphic Designer Executive

#### Paxgon Communications Sdn Bhd

- Artist Impression to interpretation the outcome of the project or display into the environment.
- Social media posting online
- Brands and Masthead designs
- Banners, display mock-ups, Post cards, Poster
- Follow-up with Inhouse designing printing and hand in FA soft copy to Account Servicing team to be presented to client or printer factory.

# CONTRACT BASE WORK EXPERIENCE

## Joy Venture Sdn Bhd

### Position: Designer & Marketing Executive

11 September - 20 October 2023

- Monthly Instagram creation and be up to date trend
- Connect with customers, printing and influences of enquiries.
- Setting up Omnisend email creative
- Prepare copywriting and mock ups
- Banners and packaging
- Communicate with boss to improve on day to day work.
- Update Shopify banners and posting

## WORK EXPERIENCES

(July 2018 - July 2023)

### Project Executive / Graphic Designer Executive

#### EC PORT SDN BHD

- Work with different project spanning different categories and to learn variors aspects of the businesses.
- Develop and create up to date content for website and social media
- Image editing & other ad-hoc tasks
- Edit short video of products brands and recording video for necessatly content.
- Liaise with printer and Japanese client to get approval on design banners creations for on going campaigns.
- Will make further improvement and changes needed when supervisor and teammates required.
- Photoshoot products on set.
- Prepared printing materials when needed to take be taken part in Event Exhibition.
- Teach and guide new freshment designers and part timers on their job scope.
- Scheduling approval tasks for part timers in their job briefs in translation and designing.

(Dec 2023 - Mar 2024)

### Digital Designer

#### Red Ideas Sdn Bhd

- Update tutorial visuals on wordpress domain.
- Keep up to date company deck design presentation.
- Work together with Ux/Uい designers, partnership team, manager, operation team & bosses to get better understanding of the products & services to produces project.
- Guard App tutorial video.
- Prepare all banners, mock up, visuals, illustrations, vectors and prints ads for team.
- Outsource printing suppliers to get quotations and send recommendations to team in Monday.com.
- Attentive to followed up with team on revising, mock up before sending to prints.
- Propose concept ideas for announcement banner.
- Suggest game ideas for JaGather host.