CREATIVE DESIGNER
GRACE KU JIE EN

PROFILE

An independent digital creative designer with proven and tested management and marketing skill.

PORTFOLIO LINK

https://gracekuportfolio.com/

CONTACT

PHONE:
017-8952499

EMAIL:
gracegracekuku4@gmail.com

TECH SKILLS

Figma
Adobe XD
HTML
CSS
Adobe Photoshop
Adobe Illustrator
Adobe Lightroom
Video Editing

SOFT SKILLS

Digital business management
Problem solving
Creativity
Communication
Teamwork

LANGUAGE

Chinese
English
Malay

EDUCATION

Bachelor's Degree of Business (International Business) with Honours, University Malaysia Perlis (UniMAP)
CGPA: 3.66
25 August 2019- 2022
I learned and have fine knowledge with the operation of organization. I am capable to work in a team. I developed skills to run digital business from my college.

WORK EXPERIENCE

Creative Digital Designer
2022-Present
- Take charge in making UIUX for company in-house brand.
- Create engaging digital design for in-house brand including social media graphic, email and Newsletter template and digital advertisement.
- Build website prototype to Improve product adoption and user engagement while enhance collaboration.
- Design an appealing and visually pleasing website interface that enhance seamless user experience.
- Develop design concepts, graphic, and layouts that align with projects goals and brand guidelines.
- Collaborate and work closely with marketing, content and web development team to understand project objectives and deliver visually impactful design.

Freelance Multimedia Designer
2021-2023
- Prioritize in creating a design that uphold user experience and user interface for client's website.
- Create unique design for poster and business brochure and slides.
- Create innovative video for promotion activities, company team-building activities.

Internship in Prudential Alor Setar [Manager Assistant & Social Media Designer]
August 2021-October 2021
- Initiated communication with customer to improve insurance performance.
- Create unique design for poster, flyers and presentation slide.