



**Tan Wan Hooi (Harriet)**  
**Freelance Graphic Designer | Sole Proprietor**

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## Experience

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### Total experience: 23 years

**Jun 2018 - Present**  
(5 years 3 months)

**FREELANCE GRAPHIC DESIGNER**

Cocolor | Kuala Lumpur, Malaysia

Industry Advertising / Marketing / Promotion / PR  
Specialization Arts/Creative/Graphics Design  
Role Graphics Designer  
Position Level Non-Executive

**Based on a project basis.**

**RESPONSIBILITIES:**

- Designing flyers, brochures, posters, buntings, corporate identity systems, logos, etc.
- Creativity concept design.
- DTP software: Adobe Illustrator CC, Adobe Photoshop CC & Adobe InDesign.
- Subscribed to fiber internet and Adobe CC

**ACCOMPLISHMENT:**

- Completed **H@USE** menu, posters, flyers, social media posters
- Completed **Original Banana Leaf** menu
- Completed DeThai social medial product posters, property brochures
- Completed the Advisonomic logo and bunting.
- Completed **Green Lagoon, Landasan Angsana and WD Group** company profile brochures.
- Completed **FATS Bangkok 2022 & 2023** project.
- Completed **Bilut Extreme Park** promotional A5 brochure, poster, name card, sticker and badge.
- Completed **SME** and other companies' logo.

**Apr 2023 – Jul 2023**  
(4 months)

**SENIOR GRAPHIC DESIGNER (CONTRACT)**

LUMERA GROUPS SDN. BHD. | Kuala Lumpur, Malaysia

Industry Food & Beverage / Catering / Restaurant  
Specialization Arts/Creative/Graphics Design  
Role Graphics Designer  
Position Level Senior Executive  
Monthly Salary MYR 4,500

**RESPONSIBILITIES:**

- Designing presentation slides, branding, label design, bunting, website layout, photography, etc.
- Creativity concept design.
- Visual design using DTP software: Adobe Illustrator CC, Adobe Photoshop CC
- Photography using mobile apps.

**Aug 2019 - Nov 2022**

(3 years 4 months)

**SENIOR GRAPHIC DESIGNER (RETAINER)**

Platinum Podium Sdn. Bhd. | Kuala Lumpur, Malaysia

Industry	Exhibitions / Event management / MICE
Specialization	Arts/Creative/Graphics Design
Role	Graphics Designer
Position Level	Senior Executive
Monthly Salary	MYR 3,200

**RESPONSIBILITIES:**

- Designing eBackdrops, posters, invitation cards, event logos, certificates, name tags, etc.
- Creativity concept design.
- Visual design using DTP software: Adobe Illustrator CC, Adobe Photoshop CC

**ACCOMPLISHMENT:**

- Completed SAP, Bayer, Novartis, Baxter projects

**REASON FOR LEAVING:**

- The retainer contract has ended.

**Aug 2019 - Mar 2020**

(8 months)

**SENIOR GRAPHIC DESIGNER (RETAINER)**

ONFM SDN. BHD. | Kuala Lumpur, Malaysia

Industry	Advertising / Marketing / Promotion / PR
Specialization	Arts/Creative/Graphics Design
Role	Graphics Designer
Position Level	Senior Executive
Monthly Salary	MYR 2,500

**RESPONSIBILITIES:**

- Designing flyers, brochures, posters, buntings, program logos, etc.
- Creativity concept design.
- Visual design using DTP software: Adobe Illustrator CC, Adobe Photoshop CC

**ACCOMPLISHMENT:**

- Completed OnFM projects

**REASON FOR LEAVING:**

- The company decided to shut down due to investors' lack of capital.

**Nov 2018 - Jul 2019**

(9 months)

**SENIOR GRAPHIC DESIGNER (FULL-TIME)**

World of Sharing Pte Ltd

Industry	Consulting (IT, Science, Engineering & Technical)
Specialization	Arts/Creative/Graphics Design
Role	Others
Position Level	Senior Executive
Monthly Salary	MYR 4,800

**RESPONSIBILITIES:**

- Designing flyers, brochures, posters, buntings, branding, etc.
- Creativity concept design.
- Visual design using DTP software: Adobe Illustrator CC, Adobe Photoshop CC

**ACCOMPLISHMENT:**

- Completed Odanow of branding project and a presentation slide
- Completed Ming Li 360 projects
- Completed WOS presentation slide
- Completed OnFM projects

**REASON FOR LEAVING:**

- Retrenched by the company due to investors' lack of capital and shutdown.

**Apr 2018 - May 2018**

(2 months)

**SENIOR GRAPHIC DESIGNER (FULL-TIME)**

MCK Creative Resources Sdn Bhd | Kuala Lumpur, Malaysia

Industry Advertising / Marketing / Promotion / PR  
Specialization Arts/Creative/Graphics Design  
Role Graphics Designer  
Position Level Senior Executive  
Monthly Salary MYR 5,000

**RESPONSIBILITIES:**

- Designing flyer, brochure, poster, packaging, etc.
- Creativity concept design.
- Visual design using DTP software: Adobe Illustrator, Adobe Photoshop & Adobe Indesign.

**REASON FOR LEAVING:**

- Take the challenge and gain experience to be a freelancer.

**Oct 2013 - Feb 2018**

(4 years 5 months)

**SENIOR GRAPHIC DESIGNER (FULL-TIME)**

PropertyGuru International (Malaysia) Sdn Bhd | Kuala Lumpur, Malaysia

Industry Advertising / Marketing / Promotion / PR  
Specialization Arts/Creative/Graphics Design  
Role Graphics Designer  
Position Level Senior Executive  
Monthly Salary MYR 4,700

**RESPONSIBILITIES:**

- Designing flyers, brochures, internal press advertisements, posters, wall banners, brandings, etc.
- Creativity concept design.
- Handling an in-house project, Singapore event, and other departments.
- Visual design using DTP software: Adobe Illustrator CC, Adobe Photoshop CC & Adobe Indesign.

**ACCOMPLISHMENT:**

- Completed all in-house projects.

**REASON FOR LEAVING:**

- Retrenched by the marketing department due to the lack of capital and cut budget.

**Nov 2007 - Oct 2013**

(6 years)

**GRAPHIC DESIGNER (FULL-TIME)**

Mega Advertising Sdn Bhd

Industry Advertising / Marketing / Promotion / PR  
Specialization Arts/Creative/Graphics Design  
Role Graphics Designer  
Position Level Non-Executive  
Monthly Salary MYR 3,500

**RESPONSIBILITIES:**

- Designing flyers, brochures, press advertisements, posters, billboards, brandings, etc.
- Creativity concept design and handling developer projects and others.
- Visual design using DTP software: Adobe Illustrator, Adobe Photoshop & Adobe InDesign.

**ACCOMPLISHMENT:**

- Completed Campbell's Malaysia and BASF Malaysia Newsletter of project.
- Completed other companies.

**REASON FOR LEAVING:**

- PropertyGuru hired me to join in.

**2010 - 2012**

(2 years 1 month)

**ARTIST FACE PAINTING (FREELANCE / PART-TIME)**

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Industry	Arts / Design / Fashion
Specialization	Arts/Creative/Graphics Design
Role	Graphics Designer
Position Level	Non-Executive
Monthly Salary	MYR 500

**RESPONSIBILITIES:**

- Paint on the face or hand with freestyle.
- Cartoons, flora patterns, animal designs, and art.
- Handling and dealing with the clients.
- Arranging the timeline for the artists.

**Dec 2003 - Sep 2007**

(3 years 10 months)

**GRAPHIC DESIGNER (FULL-TIME)**

Ken Link Advertising Services Sdn. Bhd.

Industry	Advertising / Marketing / Promotion / PR
Specialization	Arts/Creative/Graphics Design
Role	Graphics Designer
Position Level	Non-Executive
Monthly Salary	MYR 1,700

**RESPONSIBILITIES:**

- Designing flyers, brochures, press advertisements, posters, billboards, brandings, etc.
- Creativity concept design.
- Handling developer projects and others.
- Visual design using DTP software: Adobe Illustrator & Adobe Photoshop.

**ACCOMPLISHMENT:**

- Completed Uda Land (North) Sdn. Bhd. & Hunza Development Sdn. Bhd of project.
- Completed other companies.

**REASON FOR LEAVING:**

- Explore Kuala Lumpur and gain more experience.

**Dec 2000 - Dec 2003**

(3 years 1 month)

**ART TUTOR (PART-TIME)**

Day Star Kindergarten

Industry	Arts / Design / Fashion
Specialization	Arts/Creative/Graphics Design
Role	Graphics Designer
Position Level	Non-Executive
Monthly Salary	MYR 150

**RESPONSIBILITIES:**

- Teaching children from kindergarten until the primary school of standard 3 in necessary skills of drawing, crayon coloring, and handcraft.

**Oct 2000 - May 2002**

(1 year 8 months)

**ARTIST (FULL-TIME)**

Advance Art Advertising Sdn. Bhd.

Industry	Advertising / Marketing / Promotion / PR
Specialization	Arts/Creative/Graphics Design
Role	Industrial/Product Designer
Position Level	Non-Executive
Monthly Salary	MYR 850

**RESPONSIBILITIES:**

- Setting up backdrop & display.
- Visual design using DTP software: Corel Draw.
- Handling banner.

**ACCOMPLISHMENT:**

none

**REASON FOR LEAVING:**

- Further study of graphic design & advertising diploma course.

**Mar 2000 - Oct 2000**

(8 months)

**ARTIST (FULL-TIME)**

Skill Corner (M) Sdn. Bhd.

Industry	Advertising / Marketing / Promotion / PR
Specialization	Arts/Creative/Graphics Design
Role	Industrial/Product Designer
Position Level	Non-Executive
Monthly Salary	MYR 750

**RESPONSIBILITIES:**

- Setting up backdrops & displays.
- Handling banner.

**ACCOMPLISHMENT:**

- Completed project for "Marina Sardin" backdrop and display in 1 month and set up in Penang, Ipoh, Kuala Lumpur, Melaka, and Johor in 1 day with teamwork.
- Completed project for "Nekta Kiwi Juice" backdrop and display in 1 month and set up in Penang, Ipoh, Kuala Lumpur, Melaka, Johor, Pahang and Kelantan in 1 day with teamwork.

**REASON FOR LEAVING:**

- I joined another employer to work in a new company, "Advance Art Advertising."

## EDUCATION

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2003

### CREATIVE DESIGN ACADEMY

Diploma in Art/Design/Creative Multimedia | Malaysia

Major	Graphic Design
Grade	Grade B/2nd Class Upper

## SKILLS

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Intermediate	Corel Draw, Macromedia Freehand, Adobe Photoshop, Adobe Illustrator, Adobe InDesign
Basic	Macromedia Dreamweaver, Macromedia Flash

## LANGUAGES

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Proficiency level: 0 - Poor, 10 - Excellent

Language	Spoken	Written
Mandarin	8	8
English	8	8
Bahasa Malaysia	5	5
Hokkien	8	
Cantonese	6	

## ADDITIONAL INFO

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Expected Salary **MYR 5,000**

### OBJECTIVE:

To observe and absorb more different kinds of styles and qualities. To gain further exposure and experience in graphic design or advertising publishing. Learning is a lifelong journey and it help me stay up-to-date with the latest technologies, trends, and best practices in my field, which it's making me more competitive in the job market.

### STRENGTHS:

With over two decades of experience in graphic design, particularly in the advertising industry, I'm confident that my end-to-end creative solutions will be an asset to your team.

I'm passionate and committed to delivering high-quality work while exceeding expectations. I believe that my extensive experience and diverse skills make me a valuable addition to your team and I can contribute to achieving your company's vision.

## EDUCATION:

Level : **Diploma**

Field of Study : Graphic Design and Advertising

Major : Graphic Design

Name of Institution : Creative Design Academy

Location : Malaysia, Penang

Grade : -

Graduation date : June 2003

Know about : Photography, Computer studies and etc.

Level : **Diploma**

Field of Study : Art and Design

Major : Graphic Design

Name of Institution : Putra National College

Location : Malaysia, Penang

Grade : -

Graduation date : Mar 1999

Know about : Photography, Darkroom printing in black & white effect, Computer studies.

Level : **Foundation**

Field of Study : Art and Design

Major : Art and Design

Name of Institution : Intec College

Location : Malaysia, Penang

Grade : Merit

Graduation date : Apr 1997

Basic foundation: Drawing, Painting, Printmaking, Coloring, Mural painting, 2D&3D design, Photography, etc.

## About Me

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Gender	Female
Age	46 years
Address	1C Pinang, Block 28-04-15, Taman Sri Sentosa, Jalan Klang Lama, 85000, Kuala Lumpur, Malaysia
Nationality	Malaysian