

Hello there,



my name is [Ian Quek](#) and I'm a [Creative Designer & Producer](#) who enjoys problem solving through insightful solutions.

For over 7 years, I've worked in advertising, UI/UX design, and branding. As a creative, I've worked with both clients and in-house to make interactive experiences, content, brand guide and digital products for cherished brands.

EDUCATION

[BA\(Hons\) in Communication](#)

// August 2013 – July 2016

Advertising Design Major, Awarded First Class Honours
Attended Sunway University & Certified by Lancaster University

[Front-End Web Development Quantum Degree](#)


// July 2018

Attended the NEXT Academy, Kuala Lumpur
Basic understanding of HTML, CSS, & Javascript

[GCE A-Levels](#)

// July 2011 – January 2013

Attended Methodist College Kuala Lumpur
A2 Economics, Psychology & Business Studies

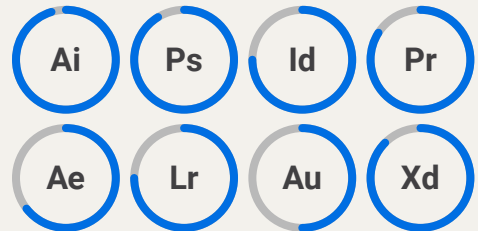
 [ianquek.com](#)

 ian.qsw@gmail.com

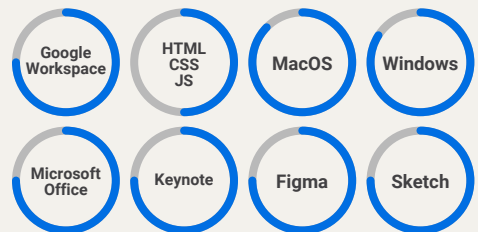


PROFICIENCY

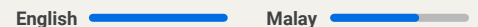
Adobe Creative Suite _____



Other skills _____



Languages _____





WORK EXPERIENCE

Homage

Creative Design Lead • Jan 2023 - Present

- Developing the unified brand playbook used across all relevant markets
- Developing and managing brand templates for various collaterals to reduce design lead time for teams
- Streamlined design workflow by implementing simplified creative brief submission form and providing official cheat sheet for project managers to refer for estimated timelines, next steps, etc.
- Working closely with the in-house marketing team to develop creative concepts and determine design directions for various campaigns and projects
- Advising other designers/executives initial visual concepts for new projects
- Collaborating with the Product & Engineering team to create beautiful visuals for our users on our in-house websites and mobile applications
- Preparing basic animations for both digital ads and mobile app actions
- Managing 3rd party vendors such as printers and studios
- Conceptualising, proposing and executing designs for marketing, branding, digital, and print
- Leading and assisting in performing quality, logistical and technical checks on artwork, print materials and equipment setups
- Conducting photoshoots to expand in-house image banks
- Reviewing performance insights with the marketing team to identify what is driving actions and determine new A/B tests to run

Senior Creative Designer • Oct 2021 - Dec 2022

- Similar scope as following role

Anthology

Creative Producer (Manager) • Oct 2020 - Sep 2021

- Work closely with the creative team to develop creative concepts and determine design directions for various campaigns and projects
- Manage designers and creative executive through visual and concept guidance
- UI/UX design for both websites and mobile applications
- Brand identity design and application
- Creative proposal design and development
- Managing 3rd party vendors such as animators and developers when outsourcing creative work
- Conceptualise, propose and execute designs for marketing, branding, digital, and print

- Lead and assist in performing quality, logistical and technical checks on artwork and equipment setups
- Liaising with clients on project matters

Creative Producer • May 2019 - Sep 2020

- Similar scope as following role

Freelance Graphic Designer

Freelance • Jul 2018 - April 2019

- UI/UX design for both websites and mobile applications
- Illustrate concepts by designing layouts, dimensions, typography, style, and other design aspects
- Servicing & liaising with clients on various design projects
- Facilitating presentations and discussions with clients
- Develop design ideas & concepts based on client brief
- Preparing structure and content for presentation decks
- Checking final artworks before production approval

Graphic Designer

Revv Advertising • Dec 2016 - Jul 2018

- Develop design ideas & concepts based on client brief
- Illustrate concepts by designing layouts, dimensions, typography, style, and other design aspects
- Preparing physical mockups for presentations
- Checking final artworks before going to production

Ninja Joe MY & Dojo SG

Contract Graphic Designer • Jan 2016 - Jul 2018

- Develop & maintain the corporate identity application throughout all communication of both Ninja Joe & Dojo
- Develop design ideas & concepts based on client brief
- Manage & prepare creative designs for both print and digital mediums
- Food styling and photography for brand collaterals

Alphapod

UX/UI Design Intern • Jan 2016 - Jul 2018