

# MUHAMAD AZLIN

"A highly motivated, creative and versatile designer with extensive years of experience in the design industry. Seeking to secure a position of Art Director or Senior Designer in an established company that demands high-quality design to further their business goals and professional image"



## CONTACT ME

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## EMPLOYMENT HISTORY

**4.'08**  
**NOW** **Burda Singapore Pte Ltd** (formerly known as CR Media Pte Ltd)  
**Senior Graphic Designer**

Visualize, conceptualize and turning editorial content into high impact visual for **PRESTIGE** - a lifestyle magazine for the affluent and influential

- Ensure highest quality of layout is produce in conjunction with the magazine standard and image
- Photography, styling, production and art direction
- Provided both formal and informal direction and support for junior and freelance designers
- Demonstrate strong work ethics and manage datelines with the team of designers
- Working closely with editorial department ensuring that deadlines are met
- Maintained responsibility for projects through proofing, reviewing and signing off on all revisions and production phases
- Working closely with printers for all prepress and approval of press runs

**4.'03**  
**3.'08** **XL Media Pte Ltd**  
**Graphic Designer**

Performed a lead role in conceptualising creative and art direction for **XL MAGAZINE** - a monthly business/entrepreneurial publication and **XL EXTRA!** - a bi-monthly newsletter

- Conceptualize fresh, innovative design ideas for in-house brochures, newsletter and other print materials
- Ensuring that deadline are met for all design projects
- Develop comprehensive marketing and promotional materials for corporate communication and marketing department
- Managed press checks, art directed photoshoot
- Supervised and oversee management of the design team and to lend professional guidance to junior design team members
- Maintained production schedules and managed multiple and concurrent projects in different stages

**9.'00**  
**3.'03** **Singapore Press Holdings Ltd**  
**Page Layout Artist**

Responsible for the design and layout of news article appearing in the Home News Section of **THE STRAITS TIMES**

- Ensuring precise and accurate workmanship amidst fast paced, tight datelines and high pressured newsroom environment
- Working closely with print and production department for all colour reproduction and making sure that all proofs of graphic images ties in with layout on news pages

**2.'96**  
**3.'00** **CAD-IT Consultants Pte Ltd**  
**Marketing Administrator**

Organised and co-ordinated both internal and external marketing activities such as, seminars, workshops, exhibition and IT product launches

- Design and produce corporate marketing collaterals, promotional posters, mailers and corporate presentation and promotional materials

## EDUCATION

**University of South Australia**  
**Bachelor Of Media Arts**

'08  
'10

**Blackburn College, UK**  
**Diploma In Graphic Design**

'01  
'02

## SKILLS

	average	good	excellent
Graphic Design	●●●●●	●●●●●	●●●●●
Editorial Design	●●●●●	●●●●●	●●●●●
Illustration	●●●●●	●●●●●	●●●●●
Typography	●●●●●	●●●●●	●●●●●
Photography	●●●●●	●●●●●	●●●●●
Digital Media	●●●●●	●●●●●	●●●●●
Pre-Production	●●●●●	●●●●●	●●●●●
InDesign	●●●●●	●●●●●	●●●●●
Photoshop	●●●●●	●●●●●	●●●●●
Illustrator	●●●●●	●●●●●	●●●●●
MS Office	●●●●●	●●●●●	●●●●●
Flash	●●●●●	●●●●●	●●●●●
CSS/HTML	●●●●●	●●●●●	●●●●●
Mac OS	●●●●●	●●●●●	●●●●●
Windows	●●●●●	●●●●●	●●●●●

## DESIGN QUALITIES

	average	good	excellent
Creativity	●●●●●	●●●●●	●●●●●
Versatility	●●●●●	●●●●●	●●●●●
Detailed Oriented	●●●●●	●●●●●	●●●●●
Meticulous	●●●●●	●●●●●	●●●●●
Thorough	●●●●●	●●●●●	●●●●●

## PERSONAL QUALITIES

	average	good	excellent
Great Attitude	●●●●●	●●●●●	●●●●●
Self Discipline	●●●●●	●●●●●	●●●●●
Organised	●●●●●	●●●●●	●●●●●
Independent	●●●●●	●●●●●	●●●●●
Multi Tasking	●●●●●	●●●●●	●●●●●
Team Player	●●●●●	●●●●●	●●●●●

## REFERENCES

**Mr. Floyd Cowan**  
**Publisher/Editor-in-Chief**

FCowan Media

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**Mr. Kenneth Tan**  
**Group Creative Director**

The Lexicon Group

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