



MAEFOONG

ART DIRECTOR / UX/UI /
DIGITAL DESIGNER / FREELANCER

ABOUT

Art Director with 21 years in the industry with a history in the F&B, Health, Lifestyle, Luxury Goods, Jewelry and more. Planning, budgeting and see thru end to end campaigns. Helps companies to manage in growth, personalization, web and mobile UX/UI, developments, in e-commerce, and digital marketing related designs.

PROFESSIONAL SKILLS

Art Direction
Prints
User Experience & Interface
Corporate Branding, Identity
Digital Marketing
Packaging
Social Media Design
Digital designs, html5, FB Canvas
Project Management
App/Web Design
Photo Editing
Market Research
Trend Analysis
Typography
Photography
Styling
Project Management

PERSONAL SKILLS

Creative
Reliable and professional
Organized
Time management
Team Player
Fast Learner
Motivated

CONTACT

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SOCIAL

IG: maefdesigns

WORK EXPERIENCE

UXUI DESIGNER

PIQUANTIDEAS LTD | FEB 2021 - PRESEN

Brand Creation | Brand Identity & Guidelines | Brand Architecture | Design Thinking | Creative Concepts | Brand Strategy | Innovation & Brand Transformation | Rebranding | Client Pitching

PiquantIdeas is a branding agency that specializes in Research and Strategy. Creating brands that speak through to customers.

ART DIRECTOR

REEBONZ LTD | FEB 2009 - FEB 2021

- Assist Creative Director to manage designers in HQ and offshore to work on **all aspects of designs** and campaigns from **web & app, social media & other platforms**.
- **Guide & mentor** designers on typo & visual aesthetic on work to ensure consistency and a high degree of quality.
- **Hands-on** designs and photography when needed. **Art directions** to photographer for campaigns.
- **Analyze** business developments and monitors market trends. **researched** and advised new businesses on brand development, web UXUI and structuring online campaigns and **growth**.
- Developed wireframes, interfaces mockups and page prototypes for desktop browsers, tablet and mobile devices that's **intuitive and engaging experiences** for the end product.
- Created and **optimized** complex **user flows and layouts**.
- **Planned and executed** usability testing, Integrated clean design sensibilities for optimal user interface design, Incorporated user feedback into **final product** design.
- Overall responsible for setting up Reebonz Vintage in 2012, managing teams from HK, TW, MY's design, marketing and tech aspect.
- First year **achieved 700% increase** in revenue with a **35% GP**.
- **Drive sellers and buyers to create the whole ecosystem** experience.

SOFTWARE KNOWLEDGE

Adobe Photoshop
Adobe Illustrator
Adobe Dreamweaver
Adobe XD
Adobe InDesign
Adobe Acrobat
Office Words
Office Excel
OfficePowerpoint
Sketch
Zeplin
Marvel App
InVision
Google Web Designer
Lightroom
HTML/CSS

WORK EXPERIENCE (CONTINUED)

FREELANCE ART DIRECTOR, DIGITAL DESIGNER

FEB 2003 - PRESENT

- Print to digital design.
- Website, mobile application (UXUI)
- Packagings
- Publications
- Coporate branding identity
- Photoshoot cost, budgeting and art direction

SENIOR CREATIVE DESIGNER

EFUSION SOLUTIONS PTE LTD | MAR 2005 - JAN 2009

Brand Creation | Visual Design | Web 2.0 | Brand Identity | Digital Media | Advertisements | Presentation Decks

- Sourcing & liaising with printers and in-house agencies.
- Working on Web 2.0 designs for NTUC portal, Yellow Pages & others. From wireframe sitemap to final product.
- Advertisements for newspapers & magazines on 8 Days, Cleo, Newspaper, Straits Times & others.
- Illustrations, Logos, Corporate Identity, Large Display Posters, powerpoint presentations etc.

DESIGN SPECIALIST

STRAITS INTERNATIONAL PTE LTD | JAN 2004 - FEB 2005

- Sourcing & liaising with printers for clients.
- Manage client's account for all design aspect.
- Oversee IT & Comex show, comprising of designing, liaising sourcing & ensuring the smooth delivery of structures and final product at shows.
- Designing newspaper and magazine advertisements, brochures. Designs range from brands like Koka to Huiji Waist Tonic - industries from food to electronics, beauty, furnitures and more.

CREATIVE DESIGNER

STRAITS INTERNATIONAL PTE LTD | JAN 2004 - FEB 2005

- Sourcing & liaising with printers.
- In-house designing for all design aspects from POP, brochures, catalogues, newspaper advertisements and more.
- Weekly meetings, and going to stores to ensure signage and displays are set up in proper order.

EDUCATION

DIPLOMA IN COMMUNICATION DESIGN, DESIGN & VISUAL COMM

LASALLE SIA COLLEGE OF THE ARTS | 1998 - 2001

GCE 'O' LEVEL

FAIRFIELD METHODIST SECONDARY SCHOOL | 1993 - 1997

PSLE

FAIRFIELD METHODIST PRIMARY SCHOOL | 1987 - 1992