

2016

Present

RESUME

Cindy Lee.
Multimedia Designer



About me

30 years old
05/12/1995
Malaysian from Kuala Lumpur
Proficient in Adobe Software

Contact

Phone
+65 8669 1563 (Singapore)
+60 10 2154 923 (Malaysia)

Manyi_lee@hotmail.com

 leecindy

 cindyleemy

 cindy-lee-88b461272

Address

Suriaman 3,
Bandar Sri Sendayan,
Negeri Sembilan,
Malaysia.

Qualification

Sijil Pelajaran Malaysia
2011 - 2012
Sekolah Menengah Kebangsaan Seri
Sentosa, Kuala Lumpur

Diploma in Multimedia Design
2015 - 2017
Saito University College
Selangor

**The Key Steps to Successful Business
& Public Speaking**
05 - 06 October 2023
University of Malaya Centre for Continuing
Education(UMCCed)

NDTS Coach Training
20 - 23 May 2025
Jabatan Pembangunan Kemahiran (JPK)

Accomplishment

Diploma in Multimedia Design
2017
Distinction student

International Design Awards
2024
Silver - Advertising Displays

Malaysia Book of Records
2025
The Most Bakery Designs
by a Designer

London Design Awards
2025
Silver - Packaging Design

LIT Advertising Awards
2025
Gold - Mural Advertising

● Technical Skills



Adobe
Illustrator



Adobe
Premiere
Pro



Adobe
After Effect



Adobe
Photoshop



WordPress



Adobe
Dimension



Adobe
Indesign



Adobe
Lightroom



Adobe
XD

● Languages

Chinese

Native

English

B1

Malay

A2

● Working Experience

Baker

Bakery, Malaysia
2012 - 2014

Good in cake decoration and baking breads.

Sales Executive

Bank Agency, Malaysia
2014-2015

As a credit card sales executive, meet new customer everyday and focus for fighting sales target. I learn the selling technique and closing technic.

Multimedia Designer cum Assist. Executive Director

Marketing Agency, Malaysia
2016-2020

During my college studies, I worked as a freelance graphic designer for three months at Cake Creative Sdn Bhd, where I also completed my internship. After graduation, I was offered a full-time position as a Multimedia Designer. One year later, I was appointed as Assistant Executive Director, where I was responsible for managing the ICMF event under ICMF International Sdn Bhd, a company owned by the same director.

● Working Experience

- Proficiency in Adobe Illustrator, Photoshop, In design, Premier Pro, After Effect and Lightroom
- Web Development using the Wordpress platform and Wix.
- Designed templates for proposals by using PPT and Microsoft software.
- Production for both print and digital media
- Developed and implemented social media strategies and online campaigns by using social media, email and mobile devices.
- Successfully manage and coordinate an international event from concept, planning, bidding, budget, administration, marketing, operation, and design work through completion.

International Events I have been execute



South East Asia Games, Kuala Lumpur

Freelancer Graphic Designer, 2017

Prepared over 30+ location design artwork for printing material



Asia Pacific Life Insurance Congress, Kuala Lumpur

Graphic Designer, 2017

Developed creative design concept, coordinate with client for the confirmation and export artwork for printing material



International Insurance Cultural Festival, Kuala Lumpur

Asistant Executive Director, 2018-2019

Manage the whole event from coordinate, concept, planning, bidding, budget, administration, marketing, operation and design work through completion.

● Working Experience

● **Operation Manager**

Marketing Company, Malaysia
2019-2020

- Oversaw daily business operations to ensure efficiency and effectiveness
- Managed company finances, including budgeting, expense tracking, and financial reporting
- Supervised administrative tasks such as office management
- Handled Airbnb property management, including guest communication & booking coordination

● **Product Designer cum Baker & Cashier**

Bakery, Singapore
2020 October - 2021 June

- Manage online and offline marketing material
- Manage company branding, advertisement, and marketing
- Design new outlet visual interior design
- Manage over 50+ outlet marketing printing material
- Take over 100++ foods photography with low budget
- Review weekly sales and launch new promotions
- Good in baking and cake decoration skills

● Working Experience

Multimedia Designer cum Procurement & Marketing Executive

Marine and Offshore Engineering Company, Singapore
2021 June - 2021 October

Multimedia designer and Marketing executive

- Manage linked in page daily posting
- Implement the tactics that led to 5-8% organic growth per month.
- Increase traffic from linked in post.
- Re-branding company logo and driving brand awareness.
- Create design template to ensure the consistency of the branding.
- Create new concept design for new project.
- Performed task central to program progress, including scheduling, budgeting and resource management.
- Communicated with, coached, and coordinated project teams.
- Analyzed the scope of the project based on competitive analysis and interviews with customers.

Procurement Executive

- General marketing administrative support
- Execution accurate quotations, processing inquiries through personal email and phone.
- Performed general administrative duties, including copying and filling.
- Send out RFQs and contact manufacturers, factories, and suppliers to obtain best-cost information when necessary.
- Work closely with the sales team to interpret customer requirements and offer solutions.
- Compare manufacturer's bill of material and price for comparison.

● Working Experience

● **Graphic Designer (Marketing & Communication)**

Dental Company, Singapore
2021 October - Present

- Designed marketing materials including posters, brochures, flyers, and digital creatives for events, workshops, and campaigns
- Managed and updated company websites using WordPress and Wix, handling both layout design and content updates
- Handled social media account management and content planning to enhance brand visibility and engagement
- Developed creative packaging designs for product samples and promotional materials
- Sourced materials and coordinated with local and international suppliers to fulfill design and production requirements
- Designed event booth layouts and visual setups for exhibitions, maintaining consistent brand identity
- Conducted product photography for marketing use across print and digital platforms
- Edited videos for event highlights, social media posts, and promotional content

Thank You.