

GRAPHIC DESIGNER

PHOTOGRAPHER



# SHALINI SHAZZY KANDASAMY

I have a desire to play with form and function during my course of Graphic Design, I have ability to work under tremendous pressure at all times. I am more into exploring and learning new things. I have more focus on time management and project planning. I enjoy life feel privileged to work with people every day and more helpful and respectful in nature.

(+6) 016 281 1720

popshazz@gmail.com

ME, ELSEWHERE



28  
OCTOBER  
1989



Shalini Shazzy



Shalini\_Shalu28



Pop Shazz



Shalini2810shazzy



K.Shalini Shalz



Shalini Shazzy



Shalini Shazzy



PETALING JAYA  
SELANGOR  
CITIZEN OF  
MALAYSIA

MALAYSIAN  
DRIVING LISENCE



## EDUCATION

### Bachelor of Arts (Hons)

Graphic Design

#### First City University College

Awarded by Nottingham Trent University, UK

Petaling Jaya, Selangor

May 2012 - September 2014

### Higher National Diploma

Graphic Design

#### Saito College

Petaling Jaya, Selangor

May 2009 - September 2011

### SMK Sri Permata *Secondary*

Petaling Jaya, Selangor

2002 - 2007

### SJK(T) Vivekananda *Primary*

Petaling Jaya, Selangor

1996 - 2001



## LANGUAGES



TAMIL  
100%



ENGLISH  
100%



MALAY  
70%



HINDI  
40%



## COMPUTER USER



90%



60%

## SOFTWARE SKILLS



Adobe CC

**Ai**

ILLUSTRATOR

**Ps**

PHOTOSHOP

**Id**

INDESIGN

**Lr**

LIGHTROOM

**Pr**

PREMIERE PRO

**Xd**

UX / UI

Microsoft Office



articulāte  
360

## PERSONAL SKILLS



- Efficient
- Outgoing
- Multi-tasker
- Detail oriented
- Concept and layout designer
- Strong ability to express thoughts
- Capable in working as part of a team
- Eager to keep learning to be up to date
- Professionally committed and adaptable to changes
- Proofreading to produce accurate, quality material
- Possessing good colour sense and graphical skills



## ARTISTIC SKILLS

- Illustration
- Packaging
- Infographic Design
- Typography
- Photography
- Advertisement
- Identity & Branding
- UX / UI Design



## OBJECTIVE

To utilize my knowledge and experience in graphic design to obtain a job or work in a related field

## PRODUCT SKILL

Produce digital artwork for logo designs, business cards, flyers, postcards, web ads, web banners, web design, printed banners, vinyl banners, window graphics, P.O.P. displays, and other indoor/outdoor advertising media.

**MARCH 2019 - AUGUST 2019 (6 MONTH CONTRACT)**  
PETRONAS - LEARNING TECHNOLOGY SERVICES,  
BF CORPORATE - LTS | KUALA LUMPUR, MALAYSIA

**E-LEARNING MULTIMEDIA DEVELOPER**

Collaborate with team members to provide input and recommendations for technical design

Propose creative solutions and design digital offerings that are relevant, engaging, and effective

Create or convert existing client presentations and source materials to create screen content, layouts, animations, and interactivity

Apply effective and timely project management tools to handle multiple concurrent projects

Build collaborative partnerships with team members and clients

Interface with client learning management systems and learning records stores as needed for testing deliverables

Continuously build personal knowledge of elearning, training, technology applications, and best practices with emphasis in digital delivery

**AUGUST 2017 - AUGUST 2018 (1 YEAR CONTRACT)**  
STORE CORPORATION BERHAD | SELANGOR,  
MALAYSIA

**SENIOR GRAPHIC DESIGNER EXECUTIVE**

Responsible for supervising the Advertising and Visual Merchandising section and / or any other matters which is will be outlined from time to time.

**JUN 2015 - JULY 2017**  
MIDDLEGROUND RESOURCES | SELANGOR,  
MALAYSIA  
NON-PROFIT ORGANISATION | SOCIAL SERVICES  
NGO

**GRAPHIC EDITOR CUM ADMIN ASSISTAN**

Publications, such as magazines, newspapers, books and online materials. Utilize layout software to assemble text, photographs and other content in an aesthetically pleasing and easy-to-read arrangement.

**SEP 2014 - MAY 2015**  
THE MALAY MAIL | SELANGOR, MALAYSIA

**LAYOUT ARTIST**

Works for publication houses and is required to present the requirements in a visually appealing way by arranging the images and text in an appropriate format so that the reader is tempted to read it.

**SEP 2013 - MAY 2014**  
BRICKFIELD ASIA COLLEGE | SELANGOR,  
MALAYSIA

**CREATIVE DESIGNER**

handles design used to promote a company, or its product and services. specialize in artwork for publications or websites, others specialize in electronic design, and others specialize in commercial design.

**SEP 2012 - SEP 2013**  
OLYMPIA COLLEGE | SELANGOR, MALAYSIA

**GRAPHIC DESIGNER**

Create artwork for business and marketing materials by hand and by using computer technologies. Create advertisements, product packaging, corporate logos, print publications, posters, digital media and more. In addition to the creative aspects of the job, there is also a lot of analytical thinking involved. Analyze the needs of their client and study the target audience before designing a piece.

**MAR 2012 - AUG 2012**  
TAR COLLEGE | SELANGOR, MALAYSIA

**ASSISTANT COURSE COORDINATOR**

Brainstorming and mocking up design ideas

Presenting ideas to clients

Meeting with clients and adjusting designs to fit their needs or taste

Projecting budgets and schedules

Using computer software to execute designs

Working with others, such as printers, programmers, developers or other technicians, to complete the final product

**DEC 2011 - MAR 2012**  
ARTIS KIDS STORE | SELANGOR, MALAYSIA

**BRANCH OUTLET ART COORDINATOR**

Manages small-store operations in retail services. The coordinator handles all merchandising, customer service, maintenance, inventory, ordering and completion of revenue reports.

**FEB 2011 - MAY 2011**  
U GRAPHIC PRINTING PRESS AND  
PUBLICATION | KUALA LUMPUR, MALAYSIA

**SENIOR GRAPHIC DESIGNER AND VISUALIZER**

The Senior Designer is responsible for the creation of all online visual design, including typography, visual concept, logo and icon design for the Internet and interactive platforms. They effectively communicate and coordinate with the information architect, writer and production artists to ensure that the visual design communicates the desired message, and functions successfully for varying technical and performance specifications.



**WORK  
EXPERIENCE**

**JUNE 2020 - NOVEMBER 2021**

FAME TECHNOLOGIES | BANGLORE, INDIA

**CREATIVE LEAD - JUNE 2020 - DEC 2020**

**HEAD OF CEATIVE & MEDIA - JAN 2021**

Managing the design team and freelancers as required and helping develop our people

Influencing design-led thinking across the business  
Lead concept development in relation to design and creative outputs

Take a lead role in managing the design and creative elements of projects and be point of contact for brand partnerships and creative projects

Develop creative programs and design concepts that meet the business objectives of the organization and that advance our brand and proposition strategy

Develop and manage productivity and to continuously improve the design team's production capabilities

Ensuring that design and creative projects are delivered on time

Work with internal teams to generate ideas for pitching and proposals

Provide quality control over design outputs and production

Establishing and developing best practice with the design and creative team

Working with other team members to deliver projects and activity to deliver against deadlines

Point of contact for liaising with external partners, such as videographers

Build out and maintain design system & brand book  
Working on assets required for Product and Marketing teams

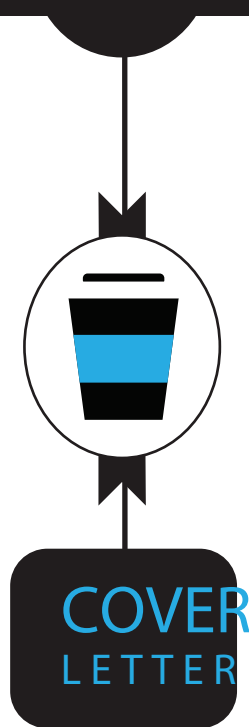
**APRIL 2022 - PRESENTS**

PEOPLEIOgy Group | Kuala Lumpur, Malaysia

**SENIOR GRPHIC DESIGNER**

handles design used to promote a company, or its product and services. specialize in artwork for publications or websites, others specialize in electronic design, and others specialize in commercial design





Dear Sir / Madam

**Re: Application for the position of Senior Graphic Designer**

I write in response to the vacancy of Graphic Designer advertised on a career website. Having the required skills and qualifications with an impressive ability to swiftly and accurately interpret client's needs and goals leads me to believe that I can successfully fill this position.

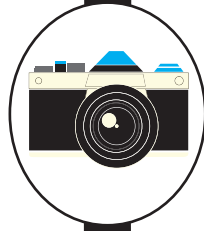
I would be delighted to have the opportunity to apply my academic knowledge and skills gained during my 10 years work experience within an exciting and innovative company such as yours.

I was recently employed as a **SENIOR GRAPHIC DESIGNER** with **PEOPLElogy GROUP**, during which time I was involved in many varied and high profile projects both as part of a team and individually.

I enclose here with my CV in application for this position, including more detailed information of my technical skills for your review. I am very keen to join your company because as a market leader in your field you are able to offer candidates a range of superb career opportunities and an immediately challenging position.

I would be grateful for the opportunity to demonstrate my capabilities further at a interview. Please feel free to contact me to arrange a meeting at your earliest convenience. In closing I would like to thank you for taking the time to consider my application, and I eagerly look forward to hearing from you.

**Shalini d/o Kandasamy**  
(Graphic Editor & Photographer)



**PHOTOGRAPHER**



Photography is a voyage of discovery for me. There are dozens – hundreds of photographers whose work I've seen who createspectacular images. Hopefully, I can learn something from what I see and from what I read.

If nothing else, I'm having lots of fun, and I think that that's mostly what this whole thing is about. I don't expect to achieve any kind of transcendence. A lot of the photography to which I've been exposed has made me laugh, and shriek, and think, and that's what's important to me.

★ **Black & White photography** ★ **Lithography** ★ **Retouching** ★ **Photograph Restoration** ★

*Shafini*  
PIXIEGRAPHY

