



FARAH AISYAH AB HADI

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Passionate and skilled in the art of visual communication, I am currently seeking a career opportunity in Penang. Expected to graduate on November 2024 in Multimedia degree at Universiti Utara Malaysia, I am eager to find opportunities that allow me to develop my skills and knowledge, and also provide connections with other professionals in the industry.

EDUCATION BACKGROUND

Universiti Utara Malaysia | School of Multimedia Technology & Communication

Bachelor of Science with Honours (Multimedia) | CGPA: 3.66

Sintok, Kedah

Oct 2020 – Nov 2024

- Exco of Sports and Recreation in the Students' Leadership and Development Committee (JKPS) of TNB Students' Residential Hall for the sessions 21/22 and 22/23.
- Final Year Project on developing an E-Learning platform for kindergarten students: *Discovering Animals In The Digital Jungle*.
- Award: *Dean's List Award for Semester 1, 2 and 3*

Universiti Utara Malaysia | School of Multimedia Technology & Communication

Foundation Studies in Management Programme | CGPA: 3.52

Sintok, Kedah

June 2019 – July 2020

- Secretariat of Special Task Bureau, MPP Asasi Pengurusan Session 19/20
- Award: *Dean's List Award for Semester 1 and 3*

WORK EXPERIENCE

Reka Inovasi Resources

Junior Graphic Designer

Alor Setar, Kedah

May 2024 – current

- Designed and developed products for the e-commerce platform, aligning with seasonal campaigns and product launches.
- Assisted in maintaining consistency of design elements across the e-commerce platform, contributing to a cohesive brand identity.
- Supported the creative team in brainstorming and executing new design concepts for promotional activities.

Reka Inovasi Resources

Internship: Digital Marketing cum Content Creator

Alor Setar, Kedah

October 2023 – April 2024

- Led the Studio & Digital Marketing Department as Head of Department (HOD), overseeing the team to ensure efficient operations in digital marketing strategies, resulting in increasement in online engagement.
- Managed the Studio Raya Reino project from inception to completion, securing over 400 customer bookings, surpassing project goals and driving revenue growth.
- Hosted live sessions on various online platforms, actively engaging with audiences and fostering increased interaction and participation.
- Involved with the Creative Department to create over 100 designs, meeting high-demand customer requirements.
- Developed the company website using WordPress, integrating a studio booking system and facilitating customer order submissions, enhancing user experience and streamlining processes.

Secret Recipe Cakes and Café Sdn Bhd

Waitress

Alor Setar, Kedah

September 2023 – October 2023

- Effectively collaborate with colleagues to streamline service processes and optimize workflow.
- Maintained a positive attitude during high-pressure situations, ensuring smooth operations during peak hours.

Jaleyh Bakery Enterprise

Freelance Graphic Designer

Alor Setar, Kedah

March 2021 – June 2022

- Designed the bakery's brand logo, resulting in increased brand recognition and customer engagement.
- Prepared visual guideline posters for agents, resulting in an expanded distribution network for the products.
- Managed social media platforms contributing to an overall increase in brand visibility and online presence.
- Prepared eye-catching posters and engaging copywriting led to a 20% increase in social media engagement.
- Creatively enhance photoshoot images using Adobe Lightroom, creating a more captivating product portfolio.

Guardian Beauty and Health Sdn. Bhd.

Cashier cum Sales Assistant

Skudai, Johor

December 2018 – June 2019

- Utilized strong communication skills to convey product information and promotions to customers effectively.
- Participated in training sessions to continuously improve customer service skills and stay up-to-date with product knowledge and company policies.

LANGUAGE

Malay language

Native or bilingual proficiency

English language

Full professional proficiency

TECHNICAL SKILLS

- Microsoft Office (*Word, Powerpoint, Excel*) – Proficient
- Adobe Creative Cloud (*Photoshop, Illustrator, Lightroom*) – Proficient
- Video Editing Softwares (*CapCut, VN*) – Proficient
- Web Publishing Platform (*Wix, WordPress*) – Advanced Beginner
- Programming languages (*C++, Java, SQL, HTML, CSS*) – Novice
- Figma – Advanced Beginner

FIELD OF INTEREST

- Photography
- Typography
- Video editing
- Design layout
- Website design
- UI/UX

VOLUNTEERISM

Kasih Ramadan Inasis MAS & TNB: Bubur Lambuk

April 2023

- Served as the treasurer for the CSR program, which was organized by Inasis MAS and TNB, promoting the gotong-royong spirit and distributing 1600 containers of *bubur lambuk* to various locations, including the Changlun community and Bukit Kayu Hitam Immigration, with the aim of fostering relationships and sharing.

Friends of Community: Volunteerism with Foreigner Students

January 2023

- Served as the secretariat of the CSR program organized by Inasis TNB, successfully strengthened interactions between 35 UUM student participants and the local community, engaging in various activities, including mosque cleaning, tree planting, and mural repainting, fostering effective and smooth gotong-royong efforts. The AJK Masjid Al-Ihsan appreciated and hopes that the good fellowship built with the community will be maintained.

Asasi-Kuala Jerlun Engagement Towards Community Development

February 2020

- Served as the treasurer for the CSR program that involved the collaboration of the UUM Centre for Foundation Students in Management with the office of Menteri Besar Kedah, taking place at SMK Kuala Jerlun, Masjid Kg. Kuala Jerlun, Kuala Jerlun Community Hall, and Homestay Kg. Jeruju, benefits both the villages and students themselves through their collective gotong-royong efforts to show kindness to the community.

EXTRACURRICULAR

- As the Exco of Sports and Recreation, efficiently led and managed the Inasis TNB teams in their participation at KASUMA and Sukan Siswi, UUM's annual sports events, culminating in a remarkable achievement of securing third place overall in the competition.
- Graphic unit in UUM 34th Convocation Festival, contributed by designing posters, backdrops, and various other materials, effectively attracted the audience and enhanced the overall ambience of the event.
- Graphic unit for Malten Festival, took the lead in creating the main poster, backdrop, and streamer, contributing significantly to its overall success and leaving a memorable impression on festival-goers and participants.
- Represented UUM Foundation Centre in Sukan Asasi Malaysia 2020 held at UNIMAS, participating in both netball and futsal teams.
- Treasurer of UUM Alumni Entrepreneurs Unplugged, orchestrated a highly impactful event featuring the owner of Secret Recipe in Hutan Kampung, Alor Setar, providing valuable exposure to students about entrepreneurship and fostering meaningful connections between aspiring entrepreneurs and successful alumni.

REFERENCES

En. Hazman Azizan

Manager of Reka Inovasi Resources
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