



SYAFIQ KAMAL

SENIOR CREATIVE

PROFESSIONAL PROFILE

A senior creative with 9 years of experience. Observing the evolution of UX/UI then and now, during his early years, Syafiq has solved challenges such as transforming website interfaces into mobile apps and refining their usability for bank organisations like Standard Chartered and UOB. He finds passion in problem-solving and designing solutions with data driven insights. In his agency years, he crafted creative strategies, art direction and content to enhance B2C & B2B experiences for clients such as McDonald's, UPS, Unilever, Panasonic, Merck, Netflix, Far East Organization, etc.

EXPERIENCE

Senior Art Director

Apr 2019 - Jun 2020

Zenogroup SG

- Pitching multi-prong strategies to corporate clients based on user research and analysis.
- Developing UX/UI solutions, on mobile and desktop, from low to hi fidelity prototypes.
- Ideating macro & micro concepts via photo mockups and storyboarding.
- Working with Account/Project Managers, Designers, Copywriters, Directors, Interns, etc. to articulate art direction and content for clients/prospects.

Senior Designer

May 2018 - Nov 2018

Weber Shandwick

- Applying research, design thinking and processes for client projects such as websites, infographics, social ads, physical space ads, etc.
- Pitching creative solutions to clients/prospects based on design & branding methods.
- Guiding Junior Designer with art direction and design thinking process.

Creative Manager

June 2015 - Jan 2018

Golin SG

- Working with Account/Project Managers, Designers, Copywriters, Directors, Interns, etc. to articulate art direction and content for clients/prospects.
- Proposing various creative solutions for client problems/needs based on their timeline, budget, desired platform, constraints, etc.
- Guiding and mentoring junior creatives with understanding consumers, clients and design thinking.
- Managing deliverables, timeline and proposing costs for creative client projects.

Creative Associate

May 2013 - June 2015

Golin SG

- Working with Account/Project Managers, Copywriters, Directors, Interns, etc. to propose creative content (e.g. social media, digital media, print, etc.) for clients/prospects.
- Guiding and mentoring interns for creative tasks delegated to them.
- Assisting brands with designing award winning submissions.

UX/UI Designer

Oct 2010 - Apr 2012

InFamous Lab Pte. Ltd.

- Researching and solving challenges such as transforming corporate bank websites into mobile applications for various platforms like iPhone, Android, Blackberry.
- Applying design thinking and UI process to design internal tablet softwares for Standard Chartered.
- Working closely and aligning on project deliverables and timeline with other UX designers & developers from TagitMobile Pte. Ltd. and Standard Chartered Bank.
- Designing the wireframes, UI and prototype planning for 'UOB Mobile Banking' app from start to end phase.

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EDUCATION

UX Design Immersive Certification

General Assembly

2020

B.A. (Hons) in Multimedia Design

University of Huddersfield

Major: Narrative content & media

2008-2009

Diploma in Multimedia Design

Nanyang Academy of Fine Arts

Major: Interactive design

2002-2005

SKILLS

- User interface design
- User research
- Data analysis & problem-solving
- Competitor & comparative analysis
- Wireframing & prototyping
- User testing & synthesis
- Conceptual storyboarding
- Creative content strategy
- Art direction
- Graphic design & video editing
- Illustration

SOFTWARES

UX/UI:

Sketch, Figma, XD, Axure, Protopie

Adobe Creative:

Photoshop, Illustrator, After Effects

Others:

Google (Slide, Docs, Sheets)

Microsoft (Powerpoint Word & Excel)