

Livia Taslim

Visual Designer

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Experience

Graphic and Media Designer

Charles & Keith Group, PEDRO · June 2019 - present

- Initiated and spearheaded the brand identity for sustainability line of rePEDRO and exclusive collections such as the ALTITUDE, TECTONIC and MMXX
- Executed end-to-end process in creating content to be used on social media and digital space for editorial collections (videography)
- Revitalised the PEDRO brand visual identity
- Liaised with third-party vendors internationally to ensure creative consistency
- Established and maintained the brand visual style throughout local and international cross-platform applications

Graphic and Website Designer

Sports+Travel · Apr 2019 - May 2019

- Initiated and implemented the MailChimp API to the company's first email database
- Organised and established an SOP for website content management system and newsletter subscription
- Revitalised the website's landing page which led to an increase in session time
- Designed marketing materials for both online and offline application such as advertorials, EDM, media kit and web banners

Creative Graphic Designer

Spark Plus Pte Ltd · Sep 2018 - Oct 2018

- Designed collaterals for events, ranging from flyers and EDM to pull-up banners
- Photographed and assist in post-production for each roadshow held
- Create brand guidelines and beautify branding materials

Junior Graphic Designer

Diseno Advertising · Mar 2018 - Aug 2018

- Conceptualisation and ideation to production and post-production
- Designed and customised printed publications, packaging and annual reports
- Continually updated and maintained websites via WordPress CMS platform
- Pitched and won multiple government tenders for graphic design projects

Education

2020	Bachelor's in Computer Science & Web Communication Murdoch University (Singapore)
2016 - 2019	Diploma in Visual Communications and Media Design Singapore Polytechnic
2014 - 2015	Upper Secondary, GCE 'O' Levels Bishan Park Secondary School

Key Skillsets

Adobe Photoshop	Languages	English	— fluent
Adobe XD		Bahasa Indonesia	— native
Adobe Illustrator		Bahasa Melayu	— fluent
Adobe Premiere Pro		Chinese	— elementary
Adobe After Effects		Hindi	— basic
Adobe InDesign		French	— basic
Figma			
WordPress		C, C++, Java, HTML, CSS	