AURELIA LIU

(o-really-ah)

contact

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objective

To embrace and explore design through creative thinking and problem solving
To empower others and myself as designers in shaping the society
To grow and constantly gain new knowledge and experience in a vast variety of subjects

strengths

Outspoken, proactive and has a strong sense of responsibility
Has leadership qualities and capable to work independently or in a team
Problem-solving through creative and critical thinking
Flexible in working with different medias, art directions, solutions, environment and situations
Resourceful and a fast learner
Capable to meet deadlines and presenting ideas and works effectively

education

Swinburne University of Technology Sarawak Campus (2013 - 2014)
Degree in Design (Multimedia Design)
CGPA 3.96

The One Academy of Communication Design (2007 - 2010)
Diploma in Multimedia Design
CGPA 3.87

Swinburne University of Technology Sarawak Campus (2006 - 2007)
Foundation in Business
CGPA 3.9

SMK DPHA Gapor, Stampin (2001 - 2005)
SPM
9As

proficiencies

Softwares:
Adobe Photoshop, Adobe Illustrator, Adobe Flash, Adobe Dreamweaver, Adobe After Effects, Adobe Premier Pro, Adobe Soundbooth, Unity3D, Xcode.

Programming Language:
Javascript, C#, Objective-C, Actionscript 3.0, HTML, CSS.

Skills:
Mobile Application Design and Development, Interactive Content, Web Design, Front-end Development, Animation, Photography, Motion Graphics, Video Editing.

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experience

Oct 2013
Swinburne University
Industry Training

Attended MDeC's ICON workshop on iOS app development

April 2012 - Dec 2012
IF Isobar
Senior Designer

Worked along with Creative Director, Art Director and team in providing digital ideas, interactive design and multimedia solutions. Broad experience in leading and working in teams as well as individually in producing creative solutions for digital campaigns, brand strategy, web development, user experience design, content management, events, and mobile apps design.
Picked up skills in creating effective userflows, wireframes and mechanics, managing web content and managing production time and feasibility.

Clientele :
KFC, Unilever Malaysia (Cornetto & Sunsilk), Samsung, Astro, Watson, Toyota.

June 2010 - April 2012
IF Isobar
Multimedia Designer

Worked along with Creative Director, Art Director and team in providing digital ideas, interactive design and multimedia solutions. Skills range from digital brand strategy, social media applications, web, campaign microsites, advergames, web banners and content management.

Clientele :
Digi Telecommunications, F&N, Lexus, Toyota, KFC, Pizza Hut, Cadbury, AXE.

Jan 2010 - March 2010
Intern
BBDO/Proximity

Worked along with Creative Director, Art Director and team in producing the agency's Chinese New Year greeting. Role includes ideation, design and programming.

Jan 2010 - May 2010
Graduation Campaign
Batch 75 - Phenomena75
Vice President

Worked along with President, Co-President and committee in leading the creative direction and management of our batch's graduation campaign with 111 students. Spear-headed the graduation campaign in breaking new grounds in order to attract potential employers. Campaign includes installations, events, fund-raising activities, exhibition, web, and promotional items.

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achievements

2013

Golden Key International Honour Society Membership
Top 15% of the students attending Swinburne University of Technology, Sarawak Campus

2011

Malaysian Media Awards
GOLD - Digi 'What Berry Are You'

Kancil Awards
BRONZE - Digi 'What Berry Are You' (Website, Cyber Campaign, Social, Open)
MERIT - Digi 'What Berry Are You' (Integrated)

Asian Marketing Effectiveness
Shortlist - Digi 'What Berry Are You'

2010

Kancil Awards
MERIT - The Tiger Dare (Video - Viral)

Summit International Awards
SILVER - The Last Make-Up (Video)

Digital Film Fiesta
Best Sound, Best Script, Best Cinematography, Best Editting - Difference of Similarity (Short Film)

The One Academy Student Limelight No. 80
Student profile featured in The One Academy website

2009

The One Academy Certificate of Academic Excellence
2nd Year Top Student of the Academy (Major in Multimedia Design Batch 75)

Kancil Awards
BRONZE - Give Them A Voice (Student Category)

The One Academy Student Creative Award
GOLD - The Last Make-Up (Video), Malaysian Soundscape (Interactive) & Digital Portfolio (Interactive)
BRONZE - Celebrating Diversity (Motion Graphics)
MERIT - The Tiger Dare (Interactive)

The One Academy Multimedia Starlites Exhibition in The One Gallery
Featured works - Typography (Motion Graphics), Celebrating Diversity (Motion Graphics), The Last Make-Up (Video), Colour No. 8 (Interactive)

2008

The One Academy Student Creative Award
BRONZE - Boy, Sheep & Wolf (Web)
MERIT - Schippeitaro (Interface Design), When Robots Rebel (Interactive)

Participated in the "51 Years: The Merdeka Visualogue" Exhibition in The Gardens

2006

Awarded Leadership Scholarship from Swinburne Sarawak

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activities & interests

Active Member of Urban Sketchers Kuching
Actively involved in NGOs to understand the living conditions of rural community and create awareness about civic-mindedness
Interested in arts, heritage and cultural values particularly in urban cities
Avid traveller and photographer
Enjoys reading books and music