



Chooi Kar Yan

Senior Multimedia Designer

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SUMMARY

Senior Multimedia Designer with experience delivering high-impact visual and video content across digital advertising, social media, in-app platforms, and OOH campaigns. Specialized in translating creative concepts into performance-driven visuals that strengthen brand identity and support campaign and growth objectives.

EXPERIENCE

Senior Multimedia Designer

04/2025 - 12/2025

Drama Byte Sdn Bhd · Full-Time (Company ceased operations, 31 Dec 2025)

- Created visual design and video content for Do Drama, supporting campaign launches, drama releases, and app updates, alongside other brand initiatives (Sembang Sempoi, Hari Harimau, Live Hosting).
- Delivered high-impact campaign key visuals across Meta Ads, Google Ads, social media, in-app placements, and OOH advertising, optimized for multiple formats and aspect ratios.
- Designed marketing assets including drama posters, teasers, trailers, merchandise visuals, motion graphics, and short- and long-form video to support multi-channel campaign rollouts.
- Created interactive app UI visuals and animations (banners, pop-ups, splash screens, App Store previews) to support regular app releases and feature promotions.
- Developed and maintained brand identity systems for Do Drama and Sembang Sempoi, ensuring visual consistency across platforms.

Key Impact: Supported 19 drama launches, contributing to 74M+ content views and 134K+ app downloads.

Junior Multimedia Designer

06/2024 - 04/2025

Kincho Tech Marketing Sdn Bhd · Full-Time

Promoted to Senior Multimedia Designer at Drama Byte, a sister company under the same founder.

- Created visual and video content for social media, digital advertising, and brand campaigns across Meta platforms (Facebook, Instagram), X, and Xiaohongshu.
- Produced storyboards and video advertisements delivering creatives for billboards, digital advertising placements, and social media reels.
- Designed brand assets, including logos, social media visual systems, and merchandise designs.

Freelance Illustrator & Motion Graphic Designer

04/2020 - 06/2024

Self-Employed · Freelance

- Produced digital illustrations, concept art, and motion graphics explainer videos for local and international clients.
- Led freelance projects end-to-end, managing client communication, timelines, creative direction, and final delivery.

Digital Marketing Management Trainee (K-Youth Programme)

09/2023 - 12/2023

Dattel Asia Group · Apprenticeship

- Selected for a Khazanah Nasional-backed digital talent programme, in partnership with Dattel Asia Group.
- Supported digital marketing campaigns and designed graphic and video content for multiple brands, including Dattel Asia Group, Khazanah Nasional, Rev Media, across social media, search engines, and display advertising channels.

Illustrator & Graphic Designer

04/2023 - 08/2023

Hellotool Sdn Bhd · Full Time (App project discontinued, role concluded)

- Created digital illustrations and in-app graphic assets for the Nuan Nuan Journal (BeiNote) app.
- Produced short-form social media videos, achieving 28K+ Instagram views and 236K+ TikTok views within one week,

contributing to 20,000+ app downloads.

Video Editor & Production Assistant

Moving Image & Mavn Models · Internship

- Edited commercial and event videos, supported on-set production, and coordinated casting auditions for major clients including LG and AirAsia.

04/2019 - 07/2019

EDUCATION

Diploma in Multimedia Design

PIA College

04/2017 - 04/2020

CERTIFICATES

Attract and Engage Customers with Digital Marketing ↗

Digital Marketing Online Course, by Google & Coursera

09/2023 - 11/2023

Foundations of Digital Marketing and E-commerce ↗

Digital Marketing Online Course, by Google & Coursera

09/2023 - 11/2023

Data Driven Digital Marketing ↗

4-Month K-Youth Development Programme 2023 Onsite, by IACT College & Dattel

Completed 3 months of structured training and 1 month of hands-on project work in Digital Marketing & E-commerce fundamentals.

09/2023 - 12/2023

Illustrated Characters Factory ↗

Digital Illustration Online Course, by Domestika

01/2022 - 03/2022

SKILLS

Core Skills: Motion Graphics, Video Editing, Visual Design, Brand Identity Design, Illustration, Creative Direction, Social Media Content, Digital Content Creation

Tools & Software: Adobe After Effects, Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator, Figma, CapCut, Procreate

LANGUAGES

English	Fluent	Mandarin	Native
Malay	Intermediate	Cantonese	Native