

# MUAZ AZRI

GRAPHIC DESIGNER | MOTION DESIGN | VIDEO EDITING | AI CREATIVE

Puchong, Selangor, Malaysia

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## PROFILE

Multidisciplinary designer with 3+ years of professional experience across retail branding, e-commerce visuals, social campaigns, motion graphics, video production and AI-assisted creative workflows. Strong record delivering high-volume, brand-consistent content from concept to final asset, with a practical interest in automation and smarter design systems.

## EDUCATION

2020 – 2023

**Diploma in Graphic Design | Politeknik Ibrahim Sultan**

CGPA: 3.80 / 4.00

2019

**Sijil Pelajaran Malaysia (SPM) | SMK Jalan Kebun, Klang**

5As (2 A, 3 A-); Bahasa Melayu B+; English B; Visual Arts B

## PROFESSIONAL EXPERIENCE

2024 – Present

**Graphic Designer | Kasut U Sdn. Bhd.**

- Create campaign visuals, digital marketing assets, Shopee/TikTok Shop product content and branded social graphics across multiple retail labels.
- Produce approximately 300 retouched product images and 90 short-form videos monthly, from concept and shooting through editing, captions and motion graphics.
- Build AI-assisted production workflows and reusable tools to streamline repetitive design tasks while maintaining brand consistency.
- Coordinate content shoots, launch creatives and platform-specific artwork under fast-moving deadlines.

Jul – Dec 2023

**Graphic Designer | Jovian Selcare Pharmacy**

- Produced social media campaigns, consumer-facing healthcare and wellness product visuals, digital promotions and multimedia content.
- Created product photography, edited videos and motion elements while keeping health-related content clear and on-brand.

Jan – Jun 2023

**Graphic Design Intern | Jovian Selcare Pharmacy**

- Supported campaign graphics, promotional assets, photography and video production; subsequently hired into a full-time design role.

2021 – Present

**Freelance Graphic Designer | Independent**

- Deliver branding, promotional graphics, visual concepts and digital design projects for individual clients.

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## SELECTED RESULTS & PROJECTS

|            |                                                                                                                                                                                                                                                                                                                                                                  |
|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Impact     | <b>Commercial Campaigns   Kasut U</b> <ul style="list-style-type: none"><li>A short-form product video generated approximately RM5,000 in sales and contributed to the featured item selling out.</li><li>An educational Instagram Reel surpassed 1 million views.</li></ul>                                                                                     |
| Automation | <b>SizeChartPLS &amp; Designer Tracker   Personal Tools</b> <ul style="list-style-type: none"><li>Built a web-based tool to reduce repetitive batch size-chart production, plus a task tracker to help organise designers' work and deadlines.</li><li>Used Claude to plan and develop repeatable creative workflows and simplify production handoffs.</li></ul> |
| Creative   | <b>Brand &amp; Character Projects   Selected Work</b> <ul style="list-style-type: none"><li>Created multi-format promotional visuals and animation assets; developed character and mascot concepts, including an original animated short-form series.</li></ul>                                                                                                  |

## SKILLS & TOOLS

|                 |                                                                                                                                             |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| Design          | Adobe Photoshop, Illustrator, Figma, Canva; branding, typography, layout, compositing, retouching, campaign design                          |
| Motion & Video  | Adobe After Effects, Premiere Pro, CapCut; short-form editing, captions, motion graphics, sound design; DaVinci Resolve (working knowledge) |
| Production      | Product photography, videography, studio lighting, social and marketplace assets, creative concept development                              |
| AI & Automation | Claude, ChatGPT, Adobe Firefly, Kling, Seedance, Higgsfield, Google Veo; prompt engineering, AI visual ideation, reusable design workflows  |

## OPENAI ACADEMY | COMPLETED COURSES & ASSESSMENTS

|      |                                                             |
|------|-------------------------------------------------------------|
| 2026 | <b>AI Foundations   OpenAI Academy</b>                      |
| 2026 | <b>Applied AI Foundations   OpenAI Academy</b>              |
| 2026 | <b>Optimize AI Application Performance   OpenAI Academy</b> |
| 2026 | <b>Scope AI Solutions   OpenAI Academy</b>                  |

## RECOGNITION & LANGUAGES

|                                                                                                                                                    |                                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| Maybank MyTIGER Values Art Competition (Top 8, 2022)   VArtCOMP Video Competition (3rd place, 2021)   Sign Language Poster Competition (2nd place) |                                         |
| Languages                                                                                                                                          | Malay (Native)   English (Professional) |