



CURRICULUM VITAE



NAOMI CHING

Enjoy daily life with Adobe with coffee. Love images, graphics and typography, eat healthily and work creatively.

BERLIN
GERMANY

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EDUCATION

University for the Creative Arts, United Kingdom
2014-2015
MA Fine Art

Universiti Sains Malaysia, Malaysia
2003-2006
BFA (Hons) Graphic Communication

Saimaa University of Applied Sciences, Finland
Autumn 2005
Certificate of Fine Arts
(Student Exchange Program)

PERSONAL SKILLS

Always be proactive and precisely organised, with well time management and good planning skills, meticulous attention to detail and a proven ability to multi-task.
Good team player as well as self-motivated, responsible, positive and hard working.
Willing to learn new skills and techniques.

WORK EXPERIENCE

- 2017-current **Art Director**
Han Tu Design (C2), Shanghai
- develop brand identity and touchpoints
- working on designs to produce an effective online/offline advertising, packaging and events materials.
- managing small scale design team.
- generating ideas to present to the client.
- editing the final results for client.
- 2015-2016 **Design and Fine Art Tutor** (Part time)
UCSU, UK
- Distance/On-line teaching.
- 2009-2015 **Senior Graphic Designer / Photographer**
Pineapple Studio, Kuala Lumpur
- DESIGN: Conceptual designs based on different project included interior, advertising, packaging, social media, website, etc.
- PHOTOGRAPHY: Creating high quality digital images including interior, food, travel, wedding and event.
- 2007-2009 **Junior Graphic Designer**
Option Five Creative Sdn. Bhd., Kuala Lumpur
- Creation of marketing materials including: branding identity stationeries, brochures, flyers, record albums, corporate profile, calendar, print adverts, road show items and packaging.
- 2005 **Web-page Designer (Internship)**
XM Expanded Media Malaysia Sdn. Bhd., KL
- Creation of designs for website updates, including updated images, graphics and content.

CLIENTS

Clients included Apple, Shell, McDonald's, Kia Motors, Toyota, Schneider Electric, Carlsberg, Capsule Hotel, 8TV, Maxis, Hotlink, Jelly Belly, LeTAO, Medipharm, Bio Life, Eennat Pharmacy, AMPM Laundry, Nano Media and Hunter, PERE, Traveler Digest, Modelle Magazine and etc.

SKILL

SOFTWARE

Adobe Creative Suit



Microsoft Office



TECHNICAL

Photography, Drawing, Painting, Installation

LANGUAGES

English, Mandarin, Cantonese, Malay, German

PRESS

- First outdoors art installation in Muar, *Oriental Daily News*, July 2016
- The Other Side by Woodblock, *China Press*, July 2016
- Best Creative Partners, interviewed by *XueHai Newspaper*, May 2015
- Holiday Maker Experience, interviewed by *The Edge Newspaper*, Jan 2014
- Travel Photographer, interviewed by *Smart Info Magazine*, November 2013
- Focusing on Naomi Ching's photography, interviewed by *My Star Job*, Jan 2011
- Top 10 Female Wedding Photographers, *FACES Magazine*, June 2010

EXHIBITION/TALK

- 2016 Design Talk, School of Arts, University Sains Malaysia, Penang, Malaysia
- 2016 Ephemeris, The Other Tone, Yipieyaya Studio, Petaling Jaya, Malaysia
- 2016 The Other Side, Muar, Johor, Malaysia
- 2015 Grebeci, The Allotment Project Space, Margate, United Kingdom
- 2015 MA Graduation Show, University for the Creative Arts, United Kingdom
- 2015 In-Between Spaces, Brewery Tap, Folkestone, United Kingdom
- 2013 1001 Malaysian Artists & Sculptors Arts Exhibition, Viva Home, Kuala Lumpur, Malaysia
- 2013 Nama Kamu atas Perahu, Kakiseni Arts Exchange, KuAsh Theatre TTDI, KL, Malaysia
- 2011 Kakiseni Women: 100, Arts to people, Pavilion, Kuala Lumpur, Malaysia
- 2010 Canon Photo Gallery, Femme City Fair and Exhibition, KLCC Convention Center, Malaysia
- 2007 Peacefully Finland, Paper Exhibition, Sin Chew Daily, Malaysia

AWARD

- 2015 Runners up prize for Whitefriars Canterbury Flora Painting Competition, United Kingdom
- 2010 Merit Award for National Buddhist Culture Photography Contest, Malaysia
- 2008 1st prize for Photokaki & Panasonic Kuala Gandah Photo Contest, Malaysia
- 2008 Runner up prize for Singapore Tiger Translate Creative Poster Contest, Singapore
- 2008 Consolation prize for "I LOVE MY JOB" Photo Contest of Jobstreet.com, Malaysia
- 2005 1st prize in The Star's Chinese New Year supplement cover page design, Malaysia
- 2004 2nd Prize in Nescafe Kickstart Print Ads I, Malaysia
- 2004 Finalist in Nescafe Kickstart Print Ads II, Malaysia
- 2004 Finalist in Kurnia Insurance Print Ads, Malaysia

PORTFOLIO or REFERENCES

Available upon request,
Thank you for your time and consideration.