

# CURRICULUM VITAE



## NAOMI CHING

Enjoy daily life with work and 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 understand the value of connecting people.

Good team player as well as self-motivated, responsible, positive and hard working.  
Willing to learn new skills and techniques.

## EXTRA SKILLS

Design Thinking, Marketing and Advertising  
Social Media Strategies

## WORK EXPERIENCE

2017-current **Art Director**  
*Han Tu Design (C2), Shanghai*  
- develop brand identity and touchpoints.  
- design on effective online/offline advertisement, events materials and packaging.  
- prepare proposal and presentation.  
- co-ordinate with inhouse marketing and client.  
- conceptual brief and monitoring team activity.  
- manage 5 designers team.  
- check and finalise the final results for client.

2009-2017 **Senior Graphic Designer**  
*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, LVHM, Yzaguirre, Aedas, Tous, Bologna Fiere, Kia Motors, Toyota, Schneider Electric, Carlsberg, Hotel Capsule, Hotel Melia, 8TV, Maxis, Hotlink, Jelly Belly, LeTao, Eennat Pharmacy, Lucid and Hunter, PERE, Eco Shop, Soteshop.

## 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

- 2019 #Kajang Puzzle
- 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.