



HEY, MY NAME IS KIYO

ABOUT ME

BE REAL, BE WHOLE, BE INSPIRING

I consistently carry a positive energy within me, which drives me to dedicate my best efforts to my work. I always aim to exceed expectations in every task I undertake, and client satisfaction genuinely excites me. My enthusiasm and passion for art and design are the primary forces fueling my determination to pursue a career in design and advertising.

DO IT WITH PASSION OR NOT AT ALL!

I've never expected life to always be smooth or follow a perfect plan, but I consistently strive to do my best and achieve more. I embrace the challenges and setbacks I encounter, believing that they ultimately strengthen me. These experiences transform into positive forces, empowering me to face future challenges with resilience.

After a fulfilling decade working in Kuala Lumpur, I've made a conscious decision to seek new challenges and step out of my comfort zone. Relocating to Singapore represents a fresh start and an exciting opportunity for growth. I look forward to contributing my skills and creativity in a new environment, bringing renewed energy and perspective to my work.

For a glimpse into my creative vision and achievements, please visit my portfolio at www.imkiyo.com.

*Full portfolio/ referral letters are available upon request.

Name.	Kiyo Yip Malaysian, Singapore Permanent Resident
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SKILLS

IDEATION & CREATIVITY



CREATIVES SOLUTION



OPERATIONS ANALYSIS



UI/UX



DIGITAL & SOCIAL MEDIA



ILLUSTRATOR & PHOTOSHOP



MANAGEMENT SKILL



SOFTWARE

Adobe Photoshop, Adobe Illustrator, Sketch, Adobe Dreamweaver, Adobe Premier Pro, Adobe After Effect, Adobe Indesign, CapCut, Adobe XD, Figma, etc.

EXPERIENCES

Art Director
3-SIXTY BRAND COMMUNICATIONS, SG
As an Art Director, I'm responsible for conceptualizing and executing creative key visuals across digital and print platforms, adapting designs into various deliverables, and handling video content from shooting to editing for IG Reels, Stories, or event coverage.

Clients: Mazda, NEA, BCA, etc

Interactive Designer (APAC)
HOGARTH, SG
Interactive Designer for a Fortune 100 technology company, responsible for designing and proposing optimal user experiences for internal hubs and hands-on sessions. Collaborate closely with clients to understand their needs and integrate interactive and visual elements to enhance engagement and usability.

Senior Art Director (Contract)
MADMAN STUDIO, SG
I took on a three-month contract role with Madmen Studio to gain a deeper understanding of the video production process. My responsibilities included conceptualization and involvement in creative idea development, which encompassed storyboarding, talent casting, on-site setup, props sourcing/making, and quality control during post-production up to final delivery.

Clients: Okamoto, Nestle Baby Club, etc

Senior Art Director
CATALYST, SG
I'm responsible for conceptualizing and developing creative ideas, overseeing the artistic aspects of advertising campaigns, coaching junior artists, and coordinating with other art or design partners, including digital developers and graphic designers.

Clients: Hilton, UOL Group, Chubb, City Square Mall, etc

Senior Art Director
MONOCLE, KL
I lead and manage all creative projects related to advertising and marketing. This includes developing marketing strategies, planning timelines, and completing design and production requirements. Oversee the entire creative process and provide guidance to the team.

Clients: Adidas, Skechers, New Balance, Suria FM, etc

Senior Digital Designer
GREY, KL
I assist in delivering design requirements, including pitching ideas, creating drafts, providing creative solutions, and collaborating with the team.

Clients: GSK, P&G, Genting, Maybank, Mahsing, etc

Director
DBK, KL
I'm responsible for conceptualizing and implementing design solutions that align with marketing strategies for the digital platform. This includes digital branding, websites, UX and UI, digital banners, social media content planning, and EDM.

Clients: Hong Leong Bank, BIBD Banking, Thalgo, etc

Digital Project Manager
TSI, KL
I lead projects from idea development to execution, which includes timeline planning, team management, and resource allocation.

Clients: Arzu, Nippon Paint, Eastin Hotel, etc

Multi-Media Designer
IXTIVE MEDIA, KL
I participate in the creative planning for the monthly e-magazine, which includes art direction, layout design, coding (AS Script), sound effects, final compilation, testing, and QC before publishing. Photo-shooting, styling, and video editing may occasionally be involved, depending on the content.

In-house magazines: IF (Lifestyle), Crave (Food), etc

Junior Graphic Designer
GUARDIAN AVENUE, IP
I assist in delivering design requirements, including pitching ideas, creating drafts, and collaborating with the team.

Clients: Old Town White Coffee, Tourism Malaysia, Lost World Theme Park, etc