



# FONG MIN SYUAN

## GRAPHIC DESIGNER

Hi there! I'm a passionate Graphic Designer focus in branding and visual storytelling, I blend minimalist aesthetics with a fresh, playful personality. My designs transform complex ideas into simple, emotionally resonant visuals, sparking curiosity and delight. With a keen eye for cultural sensitivity and a versatile style, I am dedicated to crafting authentic brand identities that make a lasting impression. I thrive in collaborative environments, believing that impactful design is genuine, warm, and strategically thoughtful.

### Education

Diploma, Creative New Media Technology  
| Raffles Collage of Higher Education  
Sept 2023 – Apr 2026  
Sijil Pelajaran Malaysia (SPM)  
| SMJK Yu Hua Kajang  
Jan 2018 – Mar 2023

### Practical Experience

#### In-Store Promoter

AHC Skincare | Dec 2024 - Feb 2025

- ◆ Promoted Korean skincare products in a retail setting.
- ◆ Developed strong communication skills.
- ◆ Understanding of consumer behavior in beauty and wellness markets.

#### Graphic Design

Ai Yin Logo Design | Dec 2024 - Jan 2025

- ◆ Designed a logo for a startup with a focus revitalizing lymphatic therapy.
- ◆ Successful delivery of a professional brand mark that effectively brand identity.

#### Part time Promoter

Oatbedient oat milk | Jul 2024 - Aug 2024

- ◆ Educated customers on product benefits.
- ◆ Strengthened my public engagement skills and brand advocacy through face-to-face interaction.

#### Kitchen Assistant

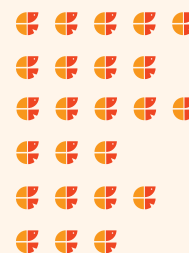
Hee's Ramen | Dec 2021 – May 2023

- ◆ Assisted in food preparation and service in a fast-paced kitchen environment.
- ◆ Gained experience in teamwork, time management, and maintaining consistency under pressure.

### My Skills

#### Software Skills

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe Premiere Pro  
Adobe Lightroom  
Adobe After Effects



#### Soft Skills

Communication  
Creativity  
Collaboration  
Adaptability  
Open-mindedness  
Patience

#### Design Skills

Layout design  
Packaging design  
Illustration  
Photography  
Branding design  
Online advertising

### Language

English  
Chinese  
Malay  
Cantonese



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