

# CATHY CHEN JIAYING

## Personal

Date of Birth: 1 March 1990  
Nationality: Chinese  
Languages: Mandarin, English

## About

I'm a young, energetic individual who loves to travel and appreciates the simple things in life. I live by this mantra, **that patience and perseverance is the key to success.**

I believe that any form of design should engage and communicate with its audience. My approach is to create a process that looks into a possibility and to deliver a holistic solution that is relevant and has significant visual impact.

## Education

**University of London Arts, London College of Communication**  
Postgraduate of Visual Communication  
2013- 2014  
Graduated 1st class with distinction

**Curtin University of Technology**  
(Limkokwing Cyberjaya Campus)  
Bachelor of Arts(Hons)  
Graphic Design  
2008- 2011  
Graduated with GPA 3.5

## Awards

**Best Branded Content & Entertainment**  
**SevenSeas** Live Your True Age, Actively  
Kancil Award Malaysia 2017

## Contact

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## Experience

**BBDO, Kuala Lumpur**  
Nov 2016 - Present

### Umobile

- 2018 Unlimited Idea Brand Plan
- 2017 Data Hearts U Brand Plan
- Migrant Campaign
- Festival Campaign
- Prepaid Q3 Unlimited Campaign
- Brand & Prepaid Pitch

### Libresse

- 2018 Brand Plan
- Libresse Liners Campaign
- Let's Get Real Campaign

### Fernleaf

- Goodness Feeds Greatness

### Annum

- Mind-Q Connect Campaign
- Are You Getting Enough Campaign

### Anlene

- 2017 ATL Production

### Mamee (Daebak Korean Noodle)

- Launch and Packaging Design

**Saatchi&Saatchi, Kuala Lumpur**  
Jan 2016 - Nov 2016

### MINI

- MINI Ignites Roadshow
- MINI Getaway 2016
- MINI Social Media

### BSN

- HariRaya Campaign
- Doorway To Dreams Campaign

### Merck (SevenSeas)

- Nutri-Trio Launch
- Merck Seven Seas Kids

### MedKlinn

- Pitch

### Mamee (Nutrigen)

- Pitch

**SEA Design Studio, London**  
Jan 2014 - Jan 2015

### Fedrigoni S.p.A

- Sirio, The Art of Colour Collection

### Monotype

- The IBM Look of Monotype

### Lecyol

- Re-branding Campaign

**Freelance Designer, London**  
Jan 2013 - Jan 2014

**Yige Advertising Agency, Chengdu**  
Dec 2011 - Dec 2012

## Skills

### Software

Adobe Creative Suite  
Photoshop  
Illustrator  
InDesign  
Lightroom  
Premiere  
Final Cut Pro  
Sketch

### Skill Set

Illustration  
Digital Sketching  
Layout Design  
Branding Design  
Packaging Design  
Infographic Design  
UI Design  
Video Editing

## Interest

Photography  
Screen printing  
Letterpress  
Handmade book binding  
Paper origami  
Scuba diving  
Share trading