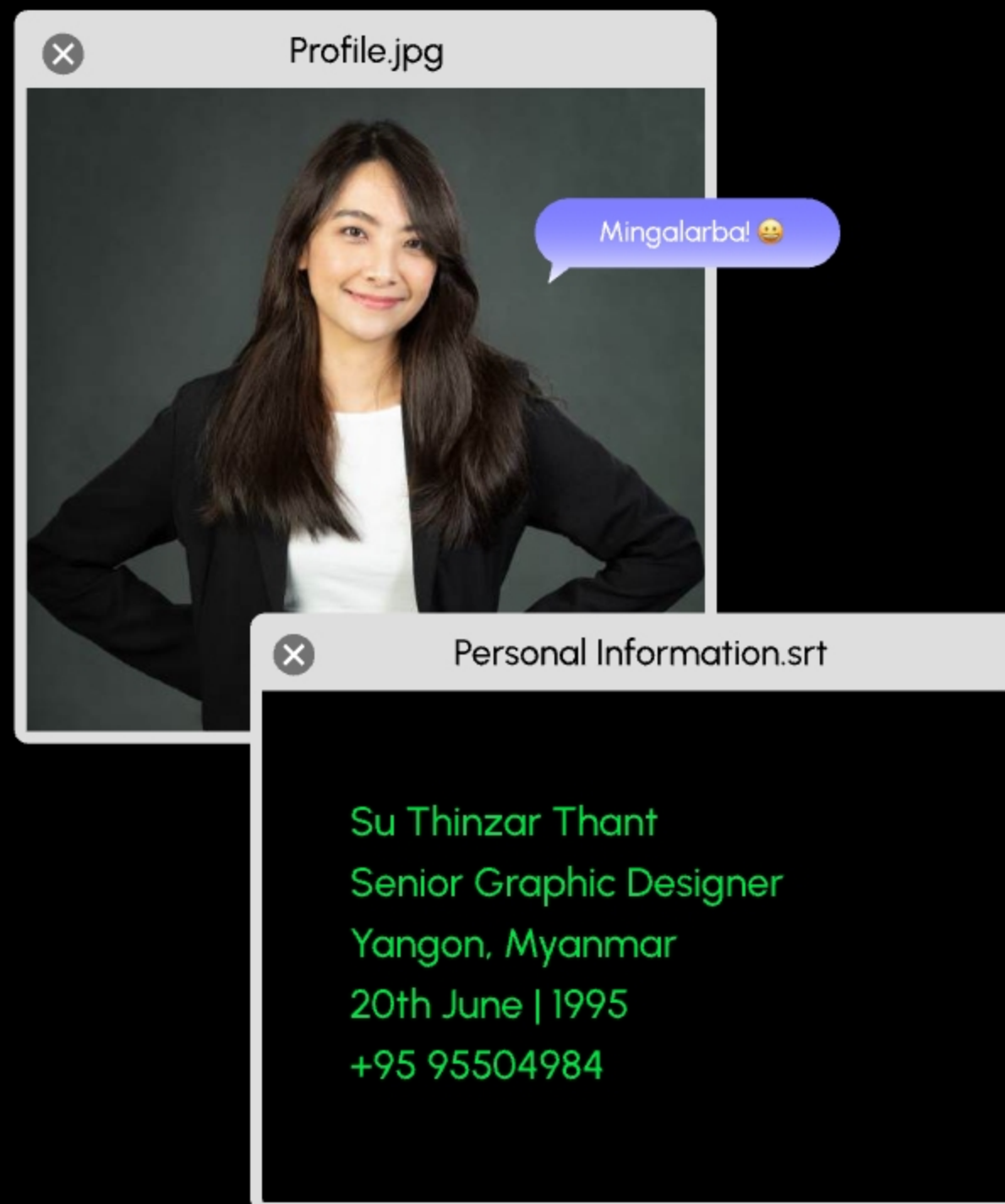






Hello!

I'm Su, a dedicated Graphic Designer who is based in Yangon, Myanmar. **With 6 years of experience in the advertising industry, having worked as a senior graphic designer and a junior art director,** I specialize in delivering diverse design projects, including *print and digital advertising, social media ads, branding, illustration, typography, UI design, packaging design,* and so on.

In addition, I bring hands-on experience in video production, where I've managed tasks such as storyboard creation, styling, and props management. My creative journey is driven by a commitment to continuous learning and the exploration of fresh ideas, enabling me to create impactful and memorable design solutions.

Education

2018	Stark School Of Visual Arts <i>Advance Graphic Design</i>
2016	Yangon Bee <i>Graphic Design & Digital Painting</i>
2016	ZK School Of Design <i>Visual Design Studies</i>
2012 - 2016	Dagon University <i>B.A (English)</i>

Language

Burmese
(Native)

English

Korean

Personal Skills

Creative +

Teamwork +

Adaptive +

Fast Learner +

Time Management +

Software



Adobe
Photoshop



Adobe
Illustrator



Adobe
After Effects



Figma



Adobe
Premier Pro
(Basic)



Google
Suite



Microsoft
Office



Keynote
Presentation

Creative Fields



Social
Media
Design



Illustration



Typo-
graphy



Photo
Mani-
pulation



UI
Design



Packaging
Design



Branding



Art
Direction

Work Experience

Nov 2023 - Present **Freelance Creative Designer/ Art Director**

- + Working with both international and local clients
- + Handling digital ads, key visuals and POSM for events & campaigns

Oct 2022 - Oct 2023 **Vero Myanmar** *Senior Creative Designer*

- + Working with creative manager and account team
- + Handling Digital Ads and creating key visuals for campaigns
- + Responsible for product photoshooting and providing direction needed for the shoot

Aug 2021 - Oct 2022 **Crayon Creatives** *Freelance Creative Designer/ Art Director*

- + Working with account executive and the content writer
- + Handling UI designs, social media ads & illustrations when required
- + Participating in production and providing art direction for the shoot

June 2020 - May 2021 **Multiverse Advertising Agency/ Moonji Production** *Junior Art Director*

- + Responsible for pre-production meetings for commercial projects such as TVC, photoshoots and etc
- + Working with the creative director to brainstorm and develop concepts and storyboards needed for the production
- + Managing styling, and props, creating shot lists and collaborating with the stylist and the production crew to determine what sets and props are needed for the shoot

June 2018 - June 2020 **Multiverse Advertising Agency** *Creative Designer*

- + Providing direction and reviewing with the production crew to ensure the art direction is well communicated
- + Designing key visuals for ad campaigns by collaborating with the art department
- + Working closely with the account executive or account manager to discuss the projects, briefs, and deadlines to ensure on-time completion
- + Studying, researching, brainstorming, and executing ideas for the various projects assigned by the art director and creative director
- + Assisting Creative Director with the pitch, crucial projects, or any other related duties if required.
- + Conceptualizing, designing, and managing a wide range of marketing materials including print and digital advertising, posters, banners and displays, corporate identity, social media ads, and merchandise
- + Creating illustrations and designing or revamping web pages(UI) when it is required
- + Reporting to head of design and creative director for design revisions and asking for approval to deliver the final design
- + Preparing and designing presentation decks for client review and making revisions based on feedback received from the client

A Glimpse into Brands I've Contributed To

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Social Media Design

Selected Works



Samsung



SAMSUNG World Cup Campaign

I was tasked with designing the key visual (KV) for **Samsung's World Cup Campaign**, targeting football enthusiasts from Myanmar. The campaign invites participants to engage by answering quizzes for a chance to win a Samsung TV.



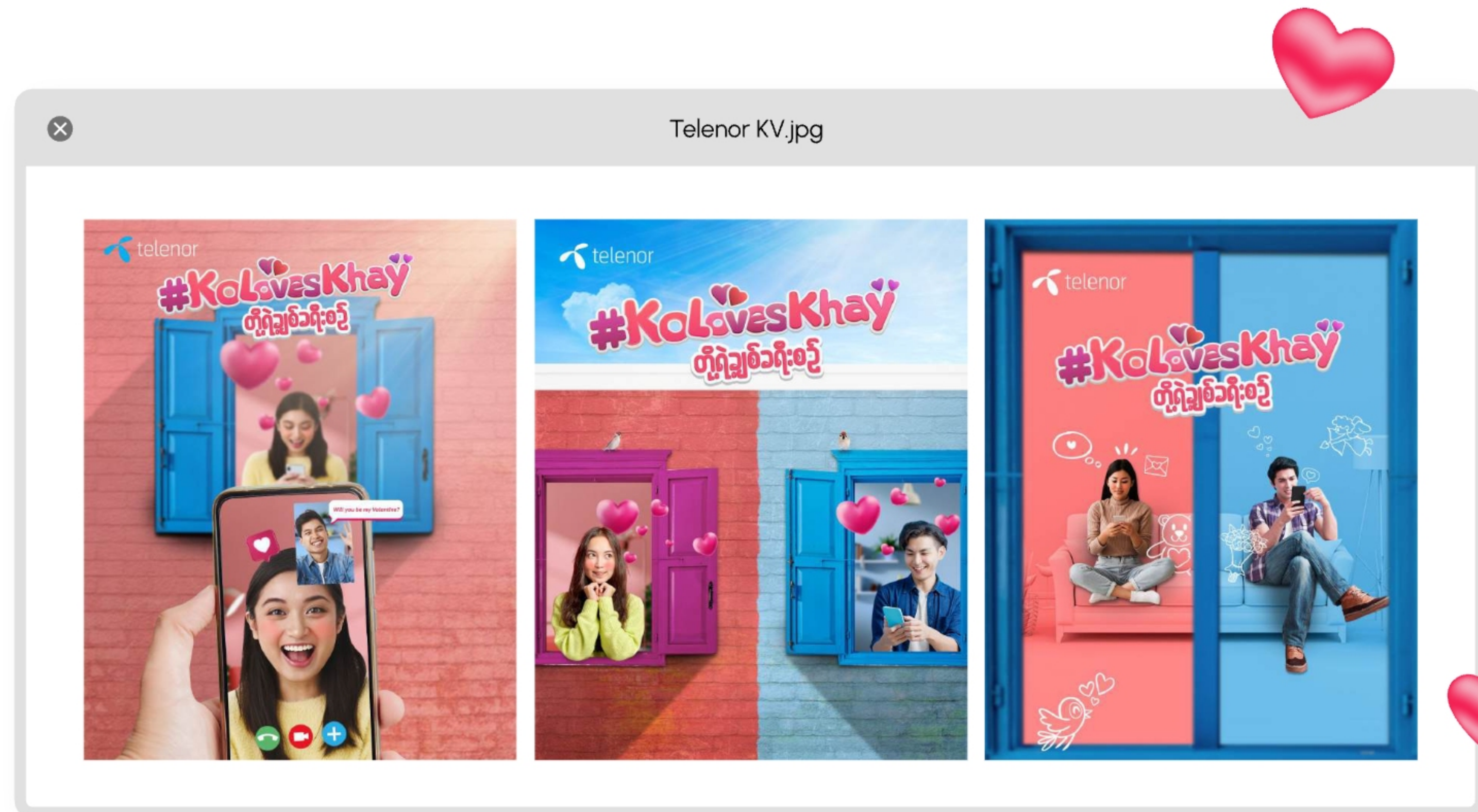
AIA Myanmar

As the lead in developing the Reminder Key Visual (KV) for **AIA SPURS 2023**, I created two options for this campaign by following their brand guidelines and color palette, ensuring a brand-consistent visual identity.



Telenor Myanmar

I was tasked with developing the "Valentine's Day" key visual (KV) for **Telenor**, offering more than three distinctive options. The theme aimed for a dreamy, cute, lovey-dovey atmosphere with a Korean-inspired style, portraying a couple spending Valentine's Day together at home, engaged in sweet exchanges via text. Out of the five key visuals I designed, I present three personal favorites that showcase the essence of the theme.



Sofy Eva Myanmar

This is one of the freelance projects I did for **Sofy Eva**. The client's brief was to create a visual which a young woman escapes from the bustling city and stepping into the "Cool Fresh Era", where the stresses of everyday life are replaced by the refreshing sensation of Eva Cool Fresh for up to 5 hours of coolness. I created four options for the Key Visual and the client chose this one as they wanted the KV to be different from their previous perspective of the visuals.



Seagram's Imperial Blue

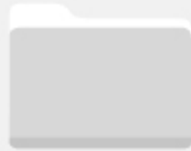
Designing the KV of **Seagram's Imperial Blue** was one of the challenging tasks I have done. This task involved intricate retouching of the bottle and glass, along with the addition of liquid elements to effectively convey the smoothness of the whiskey.. In order to make the copy stands out, I tried playing with the text placement by overlapping or making it big and bold. A premium look with vibrant hues of blue and malt elements was created for the key visual to showcase its quality.



Key Visual

Other Brands

Selected Works



Social
Media
Design



Social Media Ads

Personal Illustrations

Selected Works



Illustration



+more



Illustration

Samsung Personal Shopper

A "**Samsung Personal Shopper**" is an individual who offers a dedicated service by conducting online shopping for Samsung electronic and mobile products on behalf of customers.

In this freelance project, I have had the opportunity to create character illustration in a short amount of time.



Lay Nu Aye Bee Mascot

“လေ့နွဲ့ - Lay Nu Aye” is a social media platform that aimed to advocate youth and adolescents to have climate awareness and green behaviors in their daily lives.

In this freelance project, the client's brief was to create a simple bee mascot, designed for print materials to be used in partner events.



Alex's Album Artwork

In this freelance project, I undertook the task of designing an album artwork for the **Burmese singer, Alex**. The mood and tone of the song is calm and emotional. Drawing inspiration from the song's mood, I immersed myself in anime aesthetics to craft a visual narrative that seamlessly aligns with the music. Though It was my first time creating an album artwork, I'm pleased with the outcome.



Lettering/Typography

Selected Works



Personal
Projects



Brand Identity

Selected Works



Mascot
Logos



"**Shiny Days**" is a separate theme of Samsung which is intended to provide daily cleaning tips and tricks to assist Burmese housewives in their domestic chores.

I led the design process for a mascot logo which captures the joy, sunshine, and freshness that characterize the days of Burmese housewives.



The "**Love & Care**" Campaign is a heartfelt CSR initiative dedicated to supporting individuals with disabilities through voice donations, paving the way for a brighter future.

As the creative force behind this meaningful project, I took on the responsibility of crafting the key visual and designing the mascot logo for Love & Care Campaign 2.0.

Brand Identity

Selected Works



Mascot Logos

I was responsible for creating the product logos featured in the **Pizza Hut TVC** illustration as well as as well as defining the illustration style for the storyboard. It was one of the enjoyable projects to work on.

Another mission was to develop unique logos for **KFC**'s latest product line, each corresponding to different flavors. These are a collection of logos, showcasing my design expertise across various tastes. Among them, the "Shanghai Chicken" logo emerged as the client's top choice, reflecting my ability to capture the essence of the product and resonate with the client's vision.



Seafood
Supreme

CHEESY
LOVER
Pizza

BBQ
CHICKEN



KFC
VOLCANO
CHICKEN

KFC
SINGAPOREAN
CHICKEN

KFC
SPICY
SHANGHAI
CHICKEN

KFC
PARISIAN
Chicken

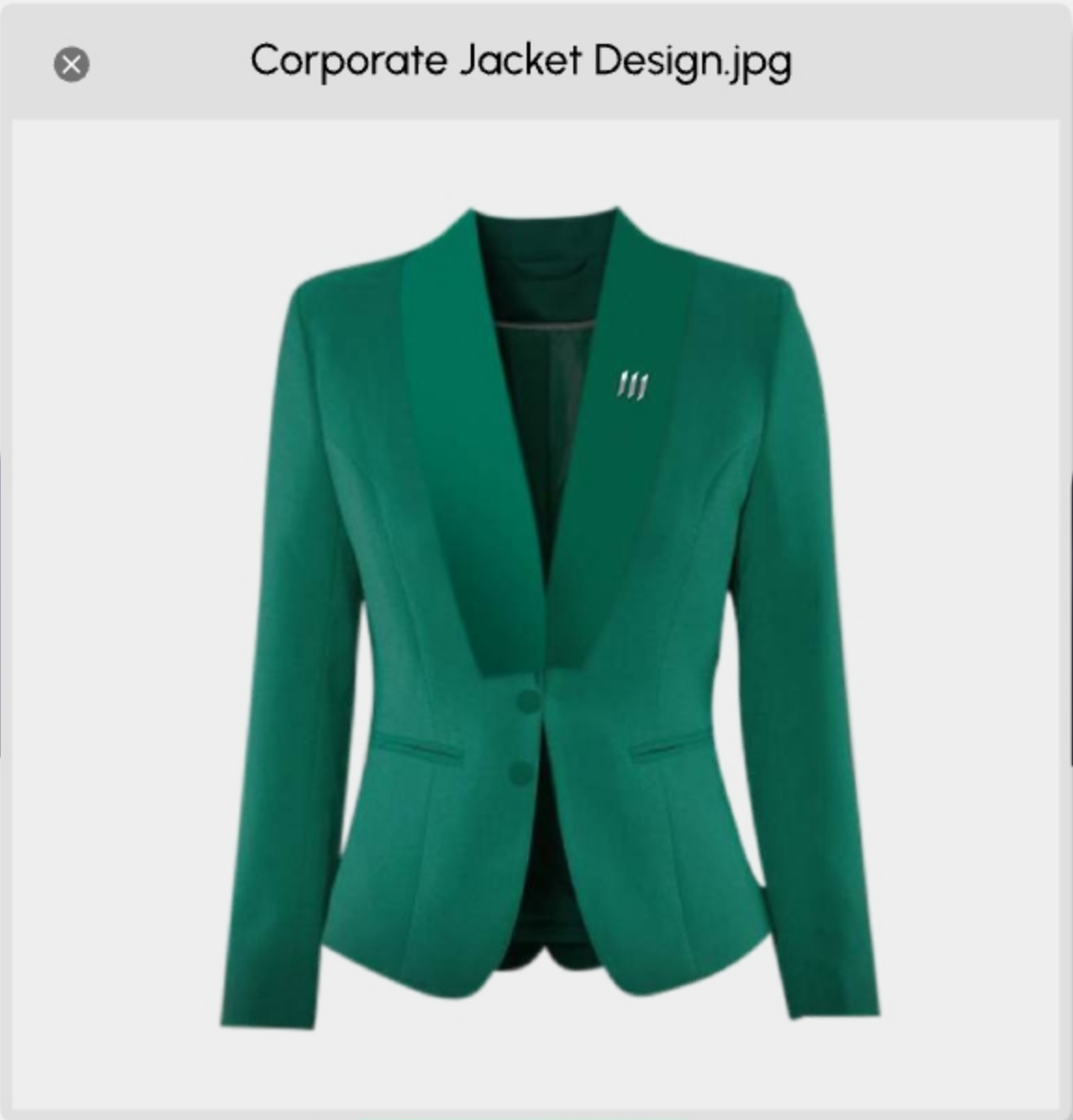


Brand Identity

Selected Works



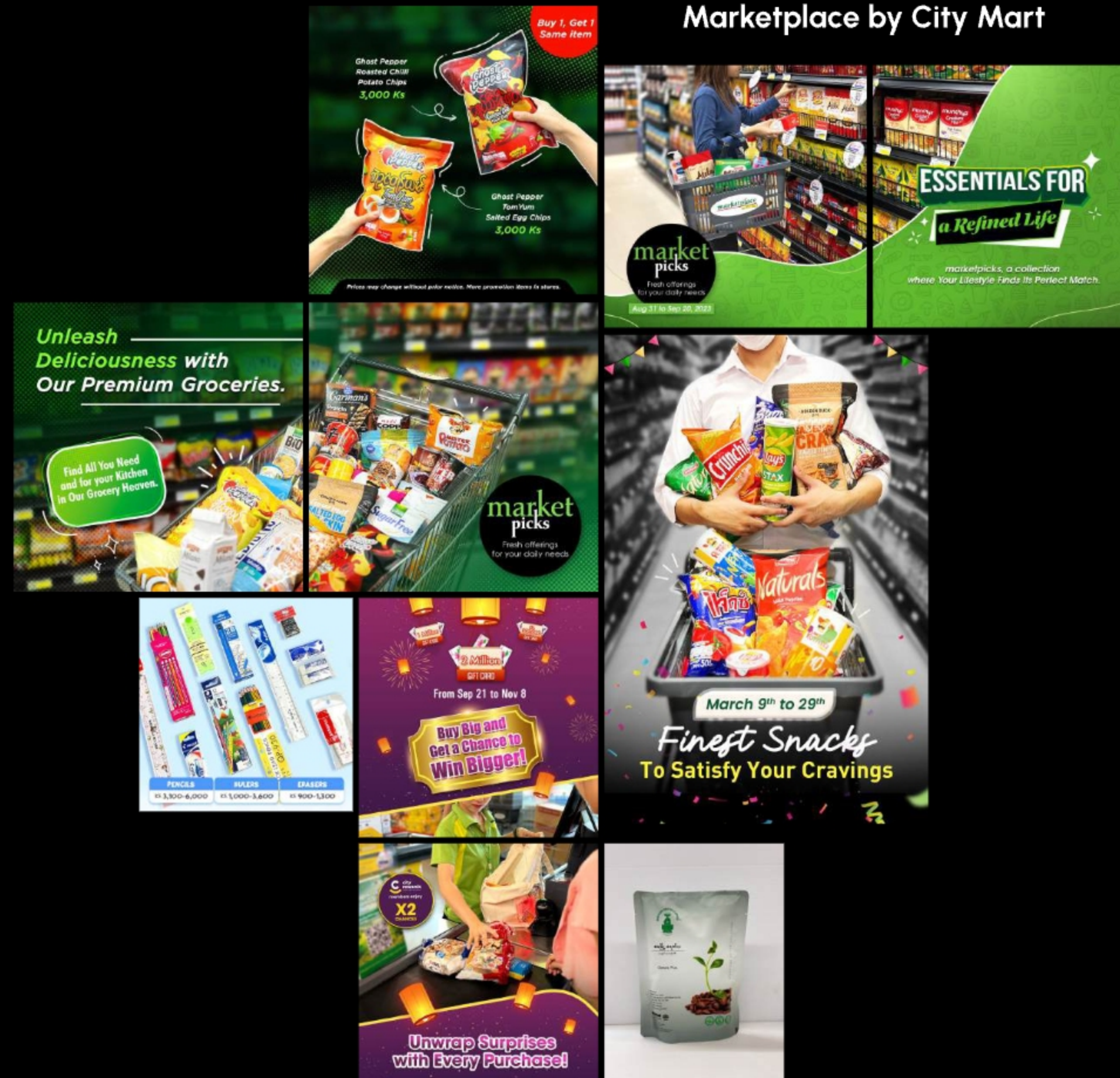
I was in charge for designing branded applications of Manulife Myanmar such as corporate jackets, POLO shirts and file folders for Manulife team. Each piece was crafted to align with the essence of Manulife, ensuring a professional and unified representation.



Art Direction



Photoshoot



I have started my journey as a Junior Art Director in 2018 and I've immersed myself in the realm of production, gathering valuable insights and enhancing my skills along the way.

Here is a glimpse into my art direction journey:

2022-2023

As the creative force behind this project, I took on the responsibility of product photoshooting and creating social media ad designs for each **marketplace by City Mart** Campaign.

As this project has a budget limit for the production, it was quite challenging and the products were all taken by an iPhone to use on social media.



City Mall St.John



2021

In my role as a freelance Art Director for the **St. John City Mall** website photoshoot, I took charge of the entire art direction process - styling, prop setup, and the preparation of shot lists for the photoshoot. Additionally, I undertook the responsibility of photo retouching, ensuring a seamless and visually compelling final presentation for the website.



Canal+
Myanmar

I assumed the role of Art Director and was tasked with designing the key visuals (KV) for Telenor's Valentine's Day TVC project. Collaborating closely with international director Josh, the creative director, and the Moonji production team, I played a role in shaping the visual narrative. Beyond the Valentine's Day project, I've also contributed my artistic direction to a diverse range of endeavors, including projects for DDD Couture, Manulife Myanmar, and Canal+.

My responsibilities are not only designing the KV but also overseeing styling, prop setup, and the preparation of shot lists, ensuring a seamless and visually captivating production process.

Prints/Packaging

Selected Works



POSM/
Packaging



Here are some of my featured works showcasing prints and packaging designs created for renowned brands such as **YOMA, Samsung, UNICEF, Seagram's Imperial Blue, High Class** and more.

Prints/Packaging

UI Design

Selected Works



Website Design



While website design wasn't initially my specialty, I got the opportunity to dive into UI Design, learning from my experienced seniors and engaging in self-learning in 2019 and expanded my UI design skills. I applied this newfound knowledge to several projects for clients such as **Dai-ichi Life Myanmar**, **Gears**, **St. John City Mall**, **MIH Myanmar**, and **more**. For a detailed look into my process, you can find additional information on my Behance profile.

Photo Manipulation/Retouch

Selected Works



Personal &
Commercial



Personal
Project



These are a few of my personal projects to experiment photo manipulation and improve my skills. To see the whole process such as mood board and the inspiration, you can check out on my behance.

Photo Manipulation/Retouch



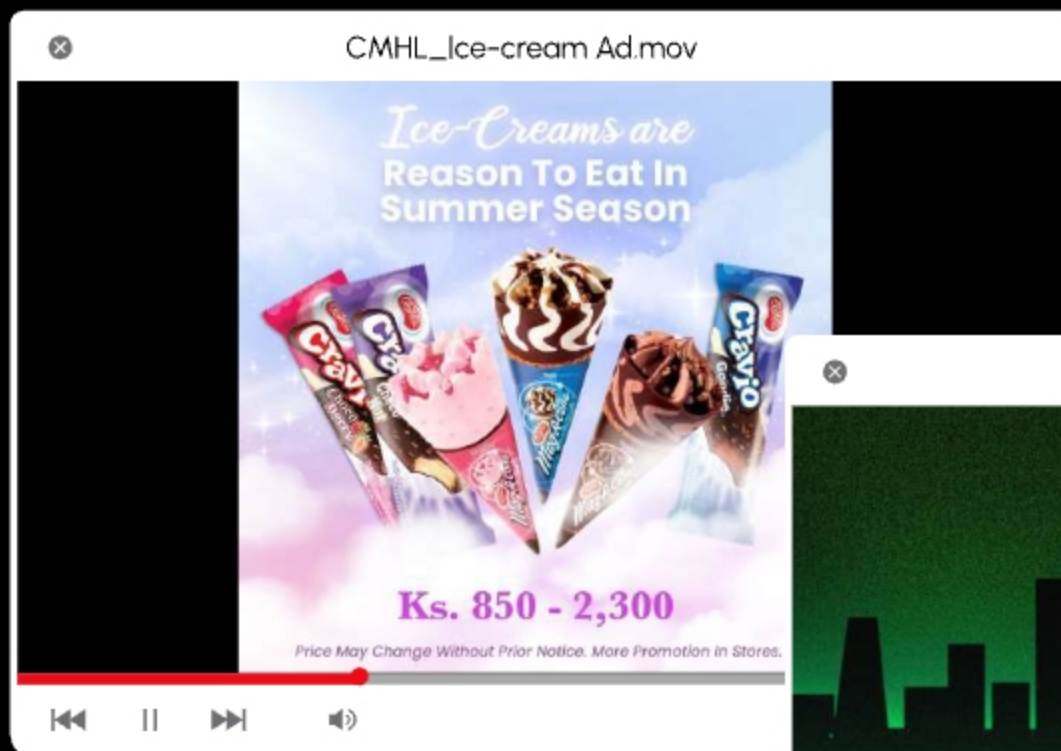
DDD Couture is a fashion brand that offers unique traditional fabrics with affordable prices. The concept is to seamlessly integrate Myanmar traditional symbols artistically into social media content design formats. This project holds a special place in my portfolio as it allowed me to engage in a multi-faceted creative process. From thorough research to styling, art direction, photoshoots, and skilled retouching, I played a key role in bringing the vision to life. As a Burmese, styling a blend of modern and traditional Cambodian and Thai costumes were one of the challenging tasks yet it was fun to work, brainstorm and execute ideas.

Motion/Video Graphics

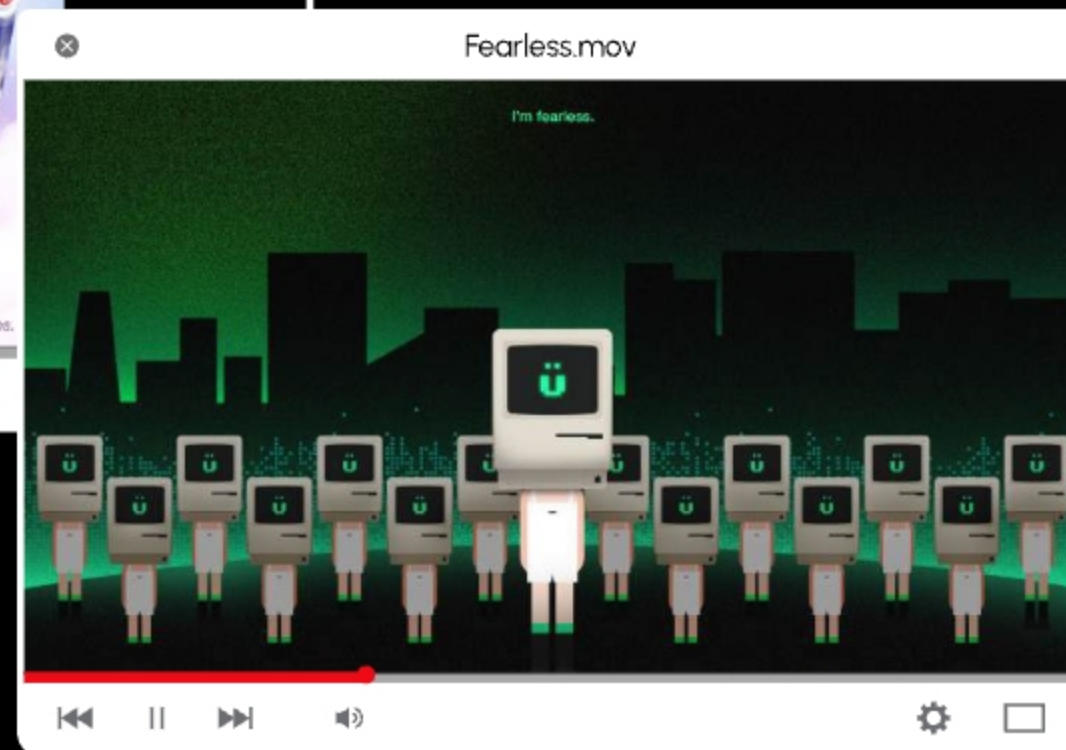
Selected Works



Personal &
Commercial



Motion

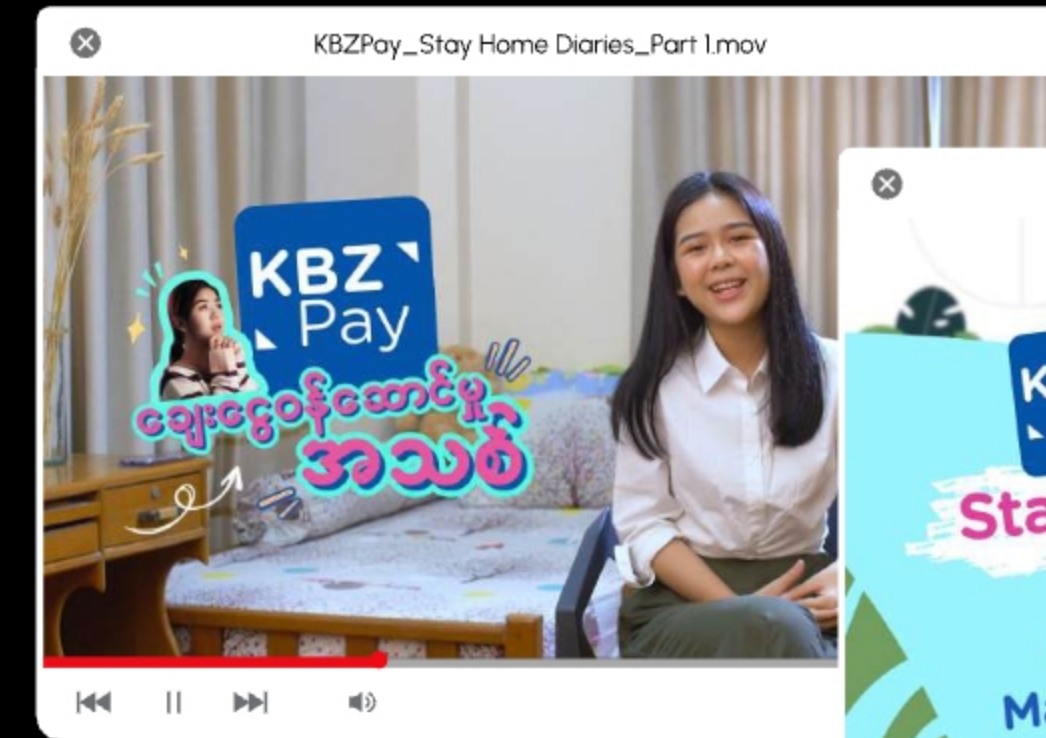


Embarking on a journey to master the art of motion graphics. In this stage of exploration, I am focused on understanding the foundational elements that will pave the way for my growth and proficiency in motion design.

These are some of my experimental projects. For more, please visit the link:

<https://rb.gy/c8lxvj>

Photo Manipulation/Retouch



Video Graphics



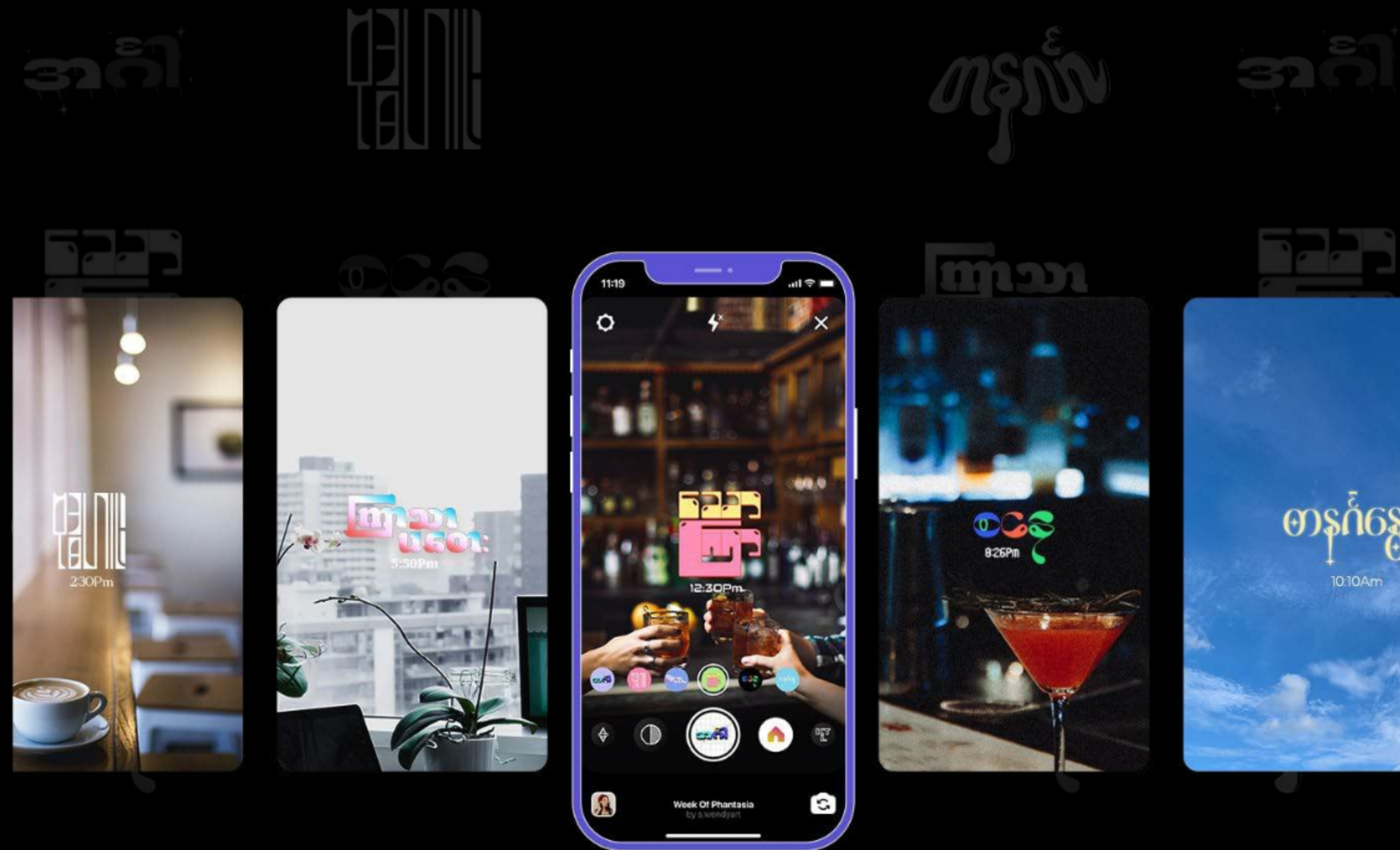
I was assigned to create eye-catching and adorable video graphics for a four-episode series showcasing KBZPay products. Additionally, I contributed my creative touch to graphics for a Manulife Myanmar CSR video, as well as projects for PSI and Dawn Microfinance.

AR (Augmented Reality)

Selected Works



Personal



I've embarked on a self-learning journey in AR as a beginner, where I've been experimenting with AR filter frames featuring Burmese typography that I created.

THANK YOU!

www.behance.net/stzt



Scan for more
project details