

Chong Jia Hui

UI/UX | GRAPHIC DESIGN | MARKETING

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Portfolio Website: <https://naomichongdesign.framer.website/>

Behance: <https://www.behance.net/chongjiahui0503>

LinkedIn: <https://www.linkedin.com/in/chong-jia-hui-09ab33318/>

Experience

Creative Marketing Specialist | Atlantis Bioscience Pte Ltd

Apr 2025 - Present

- Create and manage design deliverables across web, print, EDM, event materials, and social media, ensuring alignment with brand guidelines.
- Maintain and update the company website; conducted SEO research that increased web traffic by **762% within 5 months**.
- Achieved 65% YoY growth in web enquiries and 159% YoY growth in LINE channel enquiries.
- Generated 21K LinkedIn impressions during page management period.
- Drove a **28% increase in average monthly sales** by aligning multi-channel marketing strategies with sales and business development goals.
- Establish creative direction for campaigns and ensure consistent visual execution across all touchpoints.
- Work with cross-border teams across Singapore, Thailand, and Malaysia.

Freelance Visual Designer | Self-employed

Apr 2024 – Apr 2025

- Created over **40+ design projects** for F&B, corporate events, education, consulting, and financial agencies.
- Partnered with a major insurance group to design event branding for annual gatherings of 1,000+ attendees, completing over 12 major event projects.
- Designed and developed responsive websites using WordPress/Wix.
- Created marketing and print collateral with precise production specifications.

Graphic Designer | STRAT369 Consulting Sdn. Bhd.

Jan 2023 – Apr 2024

- Created infographics and slide deck that simplified complex business data.
- Contributed to UI/UX design projects, including dashboards and websites, using Figma.

Art Intern | Publicis Groupe Malaysia

Sep 2022 – Dec 2022

- Created digital assets including key visuals, social posts, motion graphics, posters, and logo concepts for MAGGI Malaysia.
- Participated in creative direction and campaign ideation for high-profile clients.
- Supported senior designers in developing creative assets.

Creative Executive | WDA Technology Sdn. Bhd.

Sep 2021 – Sep 2022

- Managed branding materials and social media creatives for more than 10 clients across diverse industries.
- Coordinated with internal teams to ensure on-time, strategic delivery of visual materials.

Education

Master of Communication and Culture | Xiamen University Malaysia

Mar 2023 – Apr 2025

CGPA: 3.95 / 4.00

Bachelor of Arts in Advertising (Honours) | Xiamen University Malaysia

Apr 2020 – Mar 2023

CGPA: 3.78 / 4.00 (Distinction)

Skills & abilities

- | | |
|--------------------------------|-----------------------------------|
| • Branding & Brand Consistency | • Wireframing & Prototyping |
| • Visual Storytelling | • Front-end Mobile and Web Design |
| • Email marketing | • B2B Marketing |
| • SEO | • Workshop & Event Coordination |

Tools

- | | |
|------------------------|--------------------|
| • Adobe Creative Suite | • Canva |
| • Figma | • Google Analytics |
| • WordPress | • Generative AI |

Certifications

- Adobe Certified Professional (Photoshop)
- Google UX Design Professional Certificate

Languages

- | | |
|-----------|-------------|
| • Chinese | • Malay |
| • English | • Cantonese |