

# SCHAH

## DIGITAL DESIGNER

A digital media designer and developer with the ability to create concepts and solutions across various media, such as print, social platforms, and user experience design projects.

## EXPERIENCE

2013 - Present

### CREATIVE DESIGNER

#### MENTIS PTE LTD.

A multifunctional design and technology company specialising in digital and online solutions.

- Creating developing, and implementing ads and marketing campaigns.
- Designing services and interfaces based on user experiences (UX).
- Building and developing characters, levels and stories for video-games.

2010 - 2013

### SENIOR UX DESIGNER

#### TDCX PTE LTD.

A leading provider of customer experience business process outsourcing (BPO) services in Southeast Asia.

- Created designs, concepts, layouts and UIs for online comparison services and websites.
- Developed ideas and solutions for their marketing campaigns.

2010 - 2008

### SENIOR WEB DESIGNER

#### BEI SINGAPORE PTE LTD.

An MNC advertising agency holding group.

- Prepared graphics and layouts for ad campaigns, including websites and print projects.

2006 - 2008

### SENIOR WEB DESIGNER

#### OPT CONSULTANTS

An advertising agency with a focus on sports events and advertising in the Middle East and Asia.

- Designed and developed web interfaces and solutions for a variety of online projects & campaigns.

2002 - 2022

### GFX EDITOR / FOOTBALL ANALYST

#### ELECTRONIC ARTS

One of the world's biggest gaming companies.

- Graphic editing and data collection for FIFA and FIFA Mobile games.



## SCHAHRYAR FEKRI

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## SKILLS OVERVIEW

adobe photoshop

adobe illustrator

adobe dreamweaver

adobe xd

invision / sketch app

adobe after effects

adobe animate

html5 / css

javascript

php / mysql

**SCHAH.ONLINE**

## EDUCATION

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2020 - 2022

**BACHELOR DEGREE IN DIGITAL MEDIA**  
COVENTRY UNIVERSITY

2018 - 2020

**DIPLOMA IN CREATIVE NEW MEDIA TECHNOLOGY**  
RAFFLES COLLEGE OF HIGHER EDUCATION

2001 - 2005

**GERMAN LANGUAGE & LITERATURE**  
GOETHE-INSTITUT

1996 - 2000

**INFORMATION TECHNOLOGY & DESIGN**  
MILAD TECHNICAL SCHOOL

## KEY SKILLS

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### DESIGN

UX and UI design, web & mobile design, graphic design for print (Brand Identity, stationery, Corp ID and logo design) design for social media platforms & eDMs, 2-D & 3-D animation, character design, game design & Illustration.

### CODING & DEVELOPMENT

HTML5, CSS, Javascript, P5.js, jQuery, Ajax, MySQL, PHP, W3 standards optimization, cross-browser & cross-platform compatibility fixing.

### MANAGEMENT

Team leadership, project management, and creative art direction.

### ONLINE MARKETING

Online marketing & analysis, search engine optimization & marketing (SEO & SEM), and online/social media marketing & strategising.

### SOFTWARE SKILLS

Adobe CC (Photoshop, Illustrator, InDesign, Dreamweaver, XD, After Effects, Animate), InVision, Sketch App, Axure, Autodesk Maya, & Unity. Microsoft Office Suite (MS Word, Excel, etc.)

### OTHER SKILLS & CAPABILITIES

- Able to work independently & on multiple projects.
- Able to prioritise multiple & diverse tasks and to strategise projects.
- Capable of planning, conceptualising, and visualising ideas from the ground up.

**SCHAH**  
SCHAHRYAR FEKRI

## PROJECTS

Deutsche Telekom  
Sky Sport Deutschland  
CIMB Bank  
Standard Chartered  
EA SPORTS FIFA  
TigerLive  
Footballizer

## LANGUAGES

English  
German

## INTERESTS

Football  
Tennis  
Video-gaming