



SHAZZREEN ELYANA

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PROFESSIONAL SUMMARY

Creative and detail-oriented Graphic Designer with one year of professional experience, currently pursuing a bachelor's degree in graphic design at MARA University of Technology (UiTM) and seeking new opportunities. Adept in developing brand identities, designing for social media, and producing print advertising materials. Proficient in Adobe Creative Suite and Canva, with a strong ability to execute high-quality, strategic brand solutions. Known for excellent organizational, communication, and project management skills honed through diverse freelance projects. Passionate about crafting visually compelling and user-centered designs that enhance brand recognition and drive engagement.

EDUCATION

Bachelor of Graphic Design

Mara University of Technology (UiTM) | Puncak Alam, Selangor | 2023 – Current | CGPA: 3.53

Sijil Pelajaran Tinggi Malaysia (STPM)

SMK Bandar Kota Tinggi | Kota Tinggi, Johor | 2021 – 2023 | CGPA: 3.25

SKILLS

Software	Adobe Illustrator, Adobe Photoshop, Canva, Twinmotion, Capcut, Blender, Flippa Clip, Figma
Soft Skills	Creativity, Attention to Detail, Communication, Problem Solving, Time Management, Customer Service, Brand Promotion, Organizational Skills, Retail Sales
Language	Native speaker of Malay, Professional working proficiency in English, Elementary proficiency in Arabic

EXPERIENCE

Graphic Designer | Freelance

April 2024 – Current | Puncak Alam, Selangor

- Created engaging and persuasive content for Facebook and Instagram, significantly increasing social media interaction, contributing to a 25% increase in followers and a 20% boost in client inquiries, helping clients reach a wider audience faster
- Designed various marketing materials, including posters, Instagram images, and digital ads, maintaining consistency with clients' branding, improving visibility and directly supporting marketing efforts, increasing client brand recognition by 30%
- Conceptualized and developed corporate identity materials such as business cards, tailored to resonate with the target market, refined branding enhanced the clients' market presence, resulting in a 15% improvement in customer recognition and trust

Admin Cum Graphic Designer | JX Travel and Tours

Aug 2024 – Feb 2025 | Part-Time | Puncak Alam, Selangor

- Streamlined customer data entry and organization using MS Excel, enabling quick access and retrieval of information, improving decision-making process and operational efficiency, reducing data retrieval time by 30%
- Designed and produced business materials such as business cards and itinerary booklets to enhance the agency's brand identity, tailored to meet client needs and contributed to improving the company's professional image and marketing efforts
- Created engaging social media posts and promotional content, enhancing the company's online presence, optimized for different platforms and played a key role in boosting customer engagement and increasing inquiries by 25%

Service Crew | Min Cafe

Aug 2024 – Dec 2024 | Part-Time | Puncak Alam, Selangor

- Efficiently handled customer orders and transactions, ensuring seamless communication between the kitchen and the front of house, managed both cash and card payments, contributing to smooth financial operations and reducing transaction errors by 15%
- Prepared high-quality coffee and beverages according to set standards, ensuring consistency and customer satisfaction, maintained a clean and hygienic environment by promptly cleaning and resetting tables, leading to a 20% improvement in table turnover
- Designed and posted engaging content on social media to promote the café's menu and special offers, increasing the café's social media engagement by 30% and contributed to a 15% rise in foot traffic and customer inquiries

Graphic Designer | Aryshad Printing

Jan 2024 – Feb 2024 | Part-Time | Kota Tinggi, Johor

- Designed a variety of digital banners, prints, and stickers tailored to both general and brand-specific needs, contributing to a 30% increase in client satisfaction, helping to attract repeat business and improve the company's image in the market
- Worked closely with clients to gather and understand their design needs, ensuring their objectives were met, resulting in 100% project approval and positive feedback, further strengthening the business-client relationship
- Managed the entire design process from start to finish, ensuring adherence to timelines and maintaining high work quality, contributed to a 20% improvement in project delivery times, increasing operational efficiency

TRAINING & CERTIFICATIONS

- [Kelas Asas Php & Codeigniter 4 | May 2023](#)
- [Adobe Illustrator CC - Essentials Training Course | June 2023](#)
- [Adobe Photoshop CC – Essentials Training Course | Nov 2024](#)
- [Adobe Illustrator CC – Advanced Training Course | June 2025](#)

REFERENCES

Dr Hj Safrina Binti Muhammad Azmi – Senior Lecturer, MARA University of Technology | 019-358 6944
Eve - Operation Manager, JX Travel | 017-345 9105
Eric - Business Operation Manager, Min Café | 012-235 884