



Explore • Observe • Innovate

Who?

My name is Irene Lew, and I am a Digital Art Director in Digital Advertising. As the lead of the department, I make sure that I stayed ahead of the curve by keeping myself updated with global trends, constantly honing my my skills and abilities. Stay true to the passion. Passion has always been the key, that drives us to our dream.

What?

Education

Aug 2011-July 2012 University of The West Of England
May 2007-May 2010 The One Academy

Qualifications

Second Class (Upper) Bachelor of Arts (Hons) in Graphic Design
CGPA:3.82 Diploma In Advertising and Graphic Design

Employment

June 2015 - Current **Digital Art Director**
MediaCliQ Sdn Bhd
Aug 2013 - May 2015 **Junior Art Director**
Good People Digital Sdn Bhd
June 2010 - Aug 2011 **Junior Art Director**
Grey Worldwide Kuala Lumpur



chailing.lew@gmail.com
 016-3467 116
 behance.net/irenelewcl

Why?

Personalities Enjoy To Explore
High Perceptive
Perfectionist
Analytical
Leadership
Persistent

Skills Adobe Photoshop Adobe Indesign
Adobe Illustrator CSS
Adobe Dreamweaver HTML
Adobe Lightroom Wordpress

How?

Achievements

2012 President of Graphic Design Graduation
2010 Advertising & Graphic Executive of
Phenomena 75 Graduation Campaign
2009 Student Kancil Award- GOLD
2008 Ad Unplugged 2009
2008 The One Student Creative Award
- Illustration / Digital Visual - BRONZE
- Advertising / Print - MERIT
2008 The Merdeka Visualogue 2008 Exhibition