

DESIGN

ILLUSTRATION

IDEATION

Justin Choo

is a creative designer who moonlights as a illustrator in his free time. A highly organised and self-motivated millennial, he believes that graphic design, at it's core, is problem solving; and solving problems is what he enjoys most. Using his creativity, ideas, and skillsets, he aims to produce meaningful, engaging work that will contribute to his employer's success as well as his own growth as a designer and person.

Portfolio



behance.net/
chooj920053



choojiawei.com

Skills

[adobe]

Photoshop

Illustrator

InDesign

[creative]

Canva

Procreate

DaVinci Resolve

[soft]

Creative Ideation

Project Management

Customer Service

Experience

Freelance

2023 - Present

Graphic Designer

[Kuala Lumpur, Malaysia / Sydney, Australia]

As a freelancing designer, I led the rebranding of a digital marketing agency, creating a cohesive visual identity and brand voice. Other projects I have taken on include creating a handdrawn logo, to a titlecard for a Malaysian short film, and an album cover for an music EP.

I strive to make each freelance opportunity a unique experience for myself and my clients and try to tackle each brief with an outside-the-box thinking and approach.

adidas Originals

2023 - Present

Full-Time Sales Associate

[Sydney, Australia]

As a big follower of fashion and streetwear, I went into adidas as a pivot point for my career. During my time here I leveled up my communication skills by building a connection with customers and always strived to create a helpful and satisfying experience in-store. I consistently went above and beyond to make sure everyone left happy, resolving issues quickly and always striving for a personal and rewarding experience.

Hong Leong Management Co.

2019 - 2022

Graphic Designer / Training & Development Executive

[Kuala Lumpur, Malaysia]

Hong Leong is one of the largest conglomerates in Malaysia that has businesses in banking, manufacturing, property development and much more locally as well as overseas.

I was a part of the Training & Development team, seated in Group Human Resources department. During my time here I had designed engaging training materials and documents for employees. I also led the digital transformation of Hong Leong Group's website and newsletter, saving the company over \$75,000 in development, and design fees. Additionally I had interaction with C-suites and aided them in creating company-wide communication videos.

Pestle & Mortar Clothing

2016 - 2018

Graphic Designer

[Kuala Lumpur, Malaysia]

Pestle & Mortar Clothing was founded in 2010 and is considered one of the original streetwear brands in Malaysia. I had initially joined as an intern in the video department and was shooting and editing lifestyle videos for the brand. Eventually, I was moved to the design department and offered a full-time role. As a designer in a start up company, I wore multiple hats within the principles of design; ranging from digital marketing, in-store collaterals to clothing design and had ample opportunity to stretch my breadth as a designer.

Education

Monash University, Australia

Bachelor Of Design [Visual Communication]

May 2014

References

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