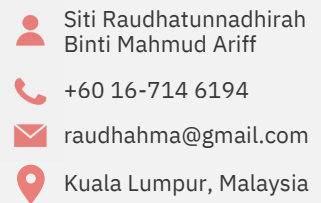


RAUDHAH MAHMUD

8 years of experience in *Creative, Brands & Communication*



CAREER OBJECTIVES

I aim to channel my creative and branding experience into realizing ideas that inspire. Having led teams across products & services, corporate clients and in-agency projects, I thrive on finding beauty in every challenge and turning it into creativity that connects. My expertise in design, multimedia, branding and UI/UX is fueled by a passion for shaping meaningful brand stories across industries. My creative portfolio is available at <https://raudhahma.com/>. Key areas of my proficiencies:

- Adobe Creative Suites/Canva
- Microsoft Office
- GetResponse/ActiveCampaign
- WordPress/Basic CSS & HTML
- Creative Multimedia
- Campaign & Content Strategy
- Visual Merchandise & POSM
- Videography & Motion Graphics
- UI/UX & CMS
- Generative AI
- Corporate Identity
- CRM & Data Visualization

CAREER BACKGROUND

Creative Lead at *KOHAD Training & Consulting* | Events & Training | Contract Aug 2024 to Current

- Lead the overall brand strategy and creative direction across multiple projects and initiatives
- Develop and execute high-impact visual concepts and graphic content to support business growth and client needs
- Manage end-to-end creative workflows from concept development to final execution
- Oversee a team of designers and vendors to maintain consistent visual identity across all touchpoints

Achievement: Successfully led the branding and creative direction for the first fully digital global trading project initiated for South Korean government. Contributed to a 25% increase in events & business portfolio to open Middle East-Asia corridor within just six months by delivering strategic business solutions that supported market expansion.

Graphic & Presentation Design Specialist at *Design Pickle* | Global Creative | Contract June 2025 to Dec 2025

- Develop decks (PowerPoint, Google Slides, Keynote) aligning with client brand guidelines & storytelling requirements
- Handle multiple complex design requests per day across different industries and communicate daily with clients, team coordinators, art directors and quality specialists to ensure design quality and brand adherence
- Create other visual assets as needed: social media graphics, digital/print materials, infographics, etc.

Achievement: Recognised as a member of the #1 team of Q4 2025 in a globally leading, subscription-based creative agency among 10 other teams, delivering design work for T1 & T2 multinational clients like Concentrix, D&B, Chief Outsiders and Health Carousel International.

Senior Marketing Manager cum Designer at *Burgie Resources Sdn. Bhd.* | F&B | Full-Time May 2023 to July 2024

- Conduct market research, analyze consumer trends and identify market segments to develop marketing campaigns
- Collaborate with cross-functional teams from sales, R&D, operation and finance to align the overall business goals
- Provide data-driven insights to identify areas for improvement and optimize marketing strategies and tactics by tracking key performance indicators (KPIs) such as customer acquisition, conversion rates, ROI and brand awareness

Achievement: Successfully designed and executed social media ads campaigns that generated significant brand awareness, achieving over 75%+ engagement from the target audience and strategically converted ads campaigns, KOL and affiliate marketing efforts into increased sales. Optimized ad budgets effectively in the second quarter, rectifying previous underperformance sales issues.

Business Development Manager cum Creative at *TEASPEC Pte. Ltd.* | F&B | Full-Time Aug 2021 to April 2023

- Assist the Director to outreach & approach potential influencers, collaborations, magazines and press for product & event launches and provide sales kit for B2B/B2C communications & corporate engagements
- Liaise with the in-house marketing team on adding marketing collaterals and improving e-commerce, UI/UX, SEO & SEM
- Evaluate creative trends, provide creative insights and recommendations, and keep up-to-date with latest marketing techniques and communication practices

Achievement: Introduced a new UI/UX system that improved e-commerce sales retention rate by 30%. Implemented a new business direction involving POSM, EDM, tea packaging, photography and B2B & B2C funnel strategies aligned with business goals. Assisted in opening their first ever tea gallery, Tannin Hill. Led visual merchandising for their pop-up table in Pasar Besar for the brand's retail presence.

Senior Graphic Designer cum Marketing at *Finology Sdn. Bhd.* | Fintech | Contract Feb 2021 to June 2021

- Ensure brand consistency across all social media designs, marketing collaterals and printed materials
- Work directly with heads of departments to produce a diverse range of design projects & UI/UX development
- Liaise with the marketing team on brand identity and guidelines

Achievement: Addressed complex marketing & UI/UX challenges and led a team of interns. Created master visuals for a variety of design projects, including Finology's web revamp, campaign banners and other branding & marketing materials.

CAREER BACKGROUND (cont.)

Graphic Design Specialist at *REXPOcentral Sdn. Bhd.* | Events & Marketing | Full-Time July 2019 to Jan 2021

- Develop master visuals for new campaign and produce digital sales kit for B2B/B2C marketing purposes
- Communicate sales storytelling & structure with visuals in line with the branding & marketing placement
- Attend meetings to discuss effective marketing strategies through successful business-led design

Achievement: Authored comprehensive UX guidelines that improved cross-team alignment for the digital expo platform and sign-up landing page. Executed master designs & EDM automations for international events and marketing initiatives across MENA, Southeast Asia, and Canada. Provided creative direction for Education Malaysia Global Assist (EMGA)'s student outreach programs, including digitizing the Yes2Malaysia Education Malaysia expo and improving CRM engagement with schools and universities.

UI/UX Designer at *Digital Zoopedia Sdn. Bhd.* | Digital Creative | Internship to Contract July 2018 to June 2019

- Cater the design delivery from user wireframes, process flows and sitemaps to communicate enhancement proposals
- Create visually appealing e-commerce & magazine webpages that feature user-friendly design and clear navigation
- Monitor and troubleshoot technical problems on clients site and review existing end-to-end UI/UX

Achievement: Oversaw the performance and maintenance of over 400 websites, ensuring high-quality user experiences. Contributed to the development of established brands' websites, including UMLand, Davco by Sika Malaysia and Haus Living Concepts involving UI/UX.

EDUCATION BACKGROUND

Bachelor in Creative Multimedia (Hons.) - 3.81 CGPA | *Management & Science University* Nov 2023 to Feb 2026

- Part-Time Bachelor Dean's List Award for all semesters (2024-current)
- Director of *Unihub*, a Human-Computer Interface final year project (2025)
- Marketing & Partnership Committee of Southeast Asia Women's Leadership Conference (2025)
- Secretary of Community Service for Urban Poor Project (2024)
- Committee Member of MSU Music Club & Creative Arts Club (2024-2025)
- Creative Director of Terracore for Digital Transformation 1.0: TikTok Conference (2023)

Diploma in Creative Multimedia - 3.76 CGPA | *German-Malaysian Institute* June 2016 to May 2019

- Full-Time Diploma Dean's List Award for all semesters (2016-2019)
- Director of *Paradox*, a 3D short film project (2019)
- Deputy Project Manager of Multimedia Showcase Exhibition (MUSE) (2018)
- Consolation Prize Winner of World Skills Malaysia Competition for Graphic Design & Technology on National Level (2018)
- Media Lead for GMI *Cabaran Ahli Fizik Muda* Competition (2018)
- Director of F&B Exco for *Rumah Penyayang Hani* Voluntary Work (2017)
- Writer for UKM English Literature Programme (2017)

Sijil Pelajaran Malaysia with 7As | *Sultan Alam Shah Islamic College* Jan 2014 to Dec 2015

- Creative Lead of SASIC Restu 49th Edition Magazine Team (2015)
- Video Editor for SASIC Media Team (2014-2015)
- First Runner Up Winner for The Star's Newspaper-In-Education PSA Competition on National Level (2014)
- Consolation Prize Winner for Tarian Seni Silat Harimau Gayong & Islamic Calligraphy Writing Competition on District Level (2014)

FREELANCE EXPERIENCE

- Website & Corporate Deck Design for EUDA Health (2025)
- Product Photoshoot & Editing for Borneo Pearls (2025)
- Branding & UI/UX for Anneeong Malaysia (2024)
- ATL marketing & live recording (Radio Ads & Video) for SELBIZ Ekspo Usahawan Selangor (2024)
- Profile, Branding Identity & UI/UX for SY Professional Review Services (2024)
- Creative Direction for Mumsclub Malaysia (2024)
- Double Sale E-commerce Design for Medela Malaysia (2023)
- UI/UX Design for Atikah Aznan's Portfolio (2023)
- UI/UX Design for Korea Halal Development Centre (2023)
- UI/UX Design for Hakseng (2023)
- UI/UX Design & Band Discography for Selenia (2022)
- Product Label Design for LauChan Tea Trading (2022)
- UI/UX Design for Amal Kaseh (2022)
- Landing Page for Newcastle University Malaysia (2022)
- Brand Identity for JomDerak Travel & Tours Sdn Bhd (2022)
- Virtual Expo Management for Revenue Valley (2021)
- Campaign & Marketing Automation for EduCanada (2020)
- Logo and 3D Mockup for Peekabuck (2019)
- Project Management for UMLand (2019)
- UI/UX Workshop for Bakhache Luxuries (2019)
- Packaging Design for Adilla Beauty & Wellness (2019)
- Logo & Social Media Content for Kelas Abe Korea (2019)
- Graphic Design for RANTAI Art Exhibition (2019)
- Social Media Design for Woorimart (2019)
- Logo and Product Editing for Kampungku Halal Mart (2019)
- Logo, Banner, Menu and Loyalty Card for Kampungku Restaurant (2018)
- Logo and Business Card for Myeongdong-su Tour (2018)
- Product Photoshoot for Shareena Hijab (2018)
- Photoshoot and Social Media Design for Socksvengers (2017)
- Logo, Product and Kiosk Design for Keyindom Berhad (2017)
- Social Media Design for Bookforsoul Enterprise (2017)