



FAIZAL AZLAN

DIGITAL ART DIRECTOR

ABOUT ME

I am student of change, I have acted and displayed that thru out my career by learning new skills and always learning more than i need in my job scope to understand my job better. With a goal to take on an even bigger challenge every step of the way. My strength has always been to push thru to the end. From a bowling alley promoter in my uni days, to a film and visual effects department head, to a digital content manager and currently an, Art director in an award winning digital agency.

I am now looking for a change and believe I can contribute to the company by leveraging the power of the Internet and social media to engage with your users and customers. Giving them better targeted localization of content and marketing, and overall experience for your customers, clients and merchants.

CONTACT

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Showreel
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EXPERIENCE

Moon FX (MFX)

2005 - 2010

- First position Jr designer – Last position Head of department for motion graphics
- Completed over 180 TVC over the span of 5 years.
- Managed teams and lead teams on projects.
- prepared timelines.
- participated in costing for jobs.

TigerTiger Post

2010 - 2013

- Lead motion graphics / VFX designer
- Worked directly with film directors.
- Traveled with film crew regionally during film shoots to supervise visual effects shots.

DNA COMM

2013 - 2015

- Content Manager
- Worked on PETRONAS to develop content for digital campaigns.
- Worked and won the Tourism Malaysia pitch in 2015.
- Assisted my boss by collecting insights and thought starters for the creative to start their brainstorming easier.

ISOBAR

2015 - Current

- Senior Digital Art Director
- Worked on a number of client pitches, and campaign pitches
- Main clients I worked on, Honda, Astro, Cadbury, Calpis, OREO, RHB bank, and SAMSUNG.
- Took lead as the main presenter In many projects.
- Come out with insights and creative strategy for the team to use.
- Never miss a deadline.

EDUCATION

**THE ONE
ACADEMY**
2000 - 2003

Diploma in Multimedia
Design

**Swinburne National
School of Design**
2003 - 2005

bachelor of arts with honours
in Multimedia Design

REFERENCE

ANDREW PINTO
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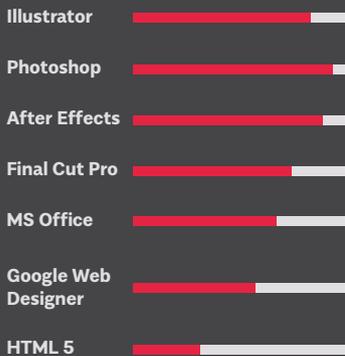
FAIZAL AZLAN

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MY HARD SKILLS

- Design and Branding
- Timeline and Pipeline Management
- Ideation and Brainstorming
- Team Leader
- Presentation Skills
- Public Speaking
- Content Management
- Social Media Planning
- Costing and budgeting

SOFTWARE SKILLS



FEATURED PROJECTS

As a child of the 80s I have grown up using social media and now strategizes for it as well. Social media has become the big thing in this region, being second nature to mid-upper-class millennials and 80s children whom now hold the purchasing power and are technologically savvy. As an additional bonus, I have managed and worked on creating social pillars and ran campaigns on social for various brands locally and regionally.



Oreo - Social media execution (was use as best example twice for Oreo global internal circular)



HONDA

Honda Malaysia – Participated and won the pitch to launch the 2016 Honda Civic. The pitch was heavily based on research and consumer studies. My tasks was to use the original strategy and build the full creative campaign for digital use.



Samsung Pay – Oversaw pitch that won the company the account, creative execution for launch of Samsung pay. And retainer social work



Unexpectedly sweet.

Sweetspot - Create the overall design for the brand, UI development and oversaw the launch for the Facebook page.



Fox Sports – Oversaw Launch and execution of a social and digital campaign for Australian Open 2017



DOZE Myanmar – Was tasked by Telenor Myanmar and SSD to launch, manage, and create content for 6 months with a KPI of 50,000 fans, The product was a subscription base that gave the user tips, info and also deals relating to beauty, fashion, and a number of other services with a majority must be female Burmese between 16-30. My team succeeded to not only launch the site but also meet the KPI by 79k, content was skewed to increase engagement and participation thru boosted posts that discussed various topics, and also a series of contests that target their love of pageantry. In this project I also did the buying and monitoring of all FB ads.

HOBBIES

Paintball

On occasions I also play paintball, I used to play in an national amateur league traveling around Malaysia to compete with my team which I was the team leader.

Miniature Wargaming

I paint and play a number of historic, fantasy and sci-fi table top wargaming games. I also run South East Asia largest wargaming event with over 200 players playing over a course of 2 days and players coming from as far as Japan to compete.