

Debbie Chow

debbiechoww@gmail.com | [debbiechow/portfolio](#) | [linkedin.com/in/debbiechoww](https://www.linkedin.com/in/debbiechoww) | [behance.net/debbiechow](https://www.behance.net/debbiechow)

SUMMARY OF QUALIFICATIONS

Digital Marketing Designer specializing in branding, motion graphics, and UI visual design, with experience creating cohesive brand systems and high-performing social campaigns for lifestyle, beauty, and skincare brands. Skilled in visual storytelling, content design, and multi-platform digital campaigns for multinational clients across Southeast Asia. Passionate about crafting visually compelling experiences that strengthen brand identity and audience engagement. Seeking to contribute strategic and impactful design solutions within forward-thinking fashion, beauty, and lifestyle brands across North America.

EDUCATION

Business Management, Digital Marketing Certificate | University of California San Diego | *Sept 2025 – June 2026*
Bachelor of Multimedia Design | Swinburne University of Technology | *Sept 2021 – Oct 2023*

WORK EXPERIENCE

Creative Marketing Designer | TAG | Kuala Lumpur, Malaysia | *Jan 2024 – Aug 2025*

- Produced 30+ brand-consistent digital assets per month by refining typography systems and layout structures across multiple campaigns enabling Southeast Asian clients to promote their product in digital media.
- Applied advanced visual hierarchy and user-targeted composition principles to enhance content clarity and viewer engagement across social and marketing materials in a constantly changing market trends.
- Operated in a very fast-paced creative environment with multiple stakeholders while managing several projects at the same time and conflicting priorities and deadlines.

UI/UX Playtester | Larian Studios (Contract) | Petaling Jaya, Malaysia | *Feb 2023 – March 2023*

- Evaluated UI/UX and gameplay experience for Game of the Year-winning Baldur's Gate 3, delivering actionable feedback that supported usability improvements and player experience refinement.
- Provided clear gameplay insights and bug reports that contributed to overall game quality and player engagement.

Digital Brand Designer | Tinker Society (Contract) | Kuala Lumpur, Malaysia | *Dec 2022 – Feb 2023*

- Created motion-driven Instagram reels and social content, boosting engagement for clients including Osim, Murad Skincare, and Tony Roma's, ultimately leading to increased sales and larger customer base.
- Managed full campaign production from photoshoots to post-production, delivering polished digital assets for advertising.

Multimedia Designer | Hometaste (Contract) | Petaling Jaya, Malaysia | *April 2021 – July 2021*

- Conceptualized and produced motion graphic ads aligned with marketing objectives, supporting campaign launches across multiple in-house brands and leading to crowdfunding backing of RM2.5 mln.
- Designed visually compelling, trend-aware social media content tailored to platform behavior and audience engagement, helping brands strengthen their digital presence and maintain cohesive visual storytelling.

Creative Designer | C27 (Contract) | Kuala Lumpur, Malaysia | *Nov 2020 – Jan 2021*

- Executed dynamic video editing, motion graphics, and photography-driven creative assets for internationally recognized brands, helping bring large-scale advertising and digital campaigns to life across multiple media platforms.
- Designed social media postings and banners for clients including McDonald's, Honda, Maybank, Clarins, and Monin; developed detailed client revisions and applied necessary adjustments to visual assets.

PROFESSIONAL CERTIFICATIONS

Google UX Design Certificate | Essentials of Entrepreneurship, Innovation, & Design | Project Management Boot Camp

SKILLS

Technical: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Microsoft Office Suite (PowerPoint, Word, Excel), Canva, Figma, Typography, Branding, Layout Design, Motion Graphics, UI/UX Design, AI-Assisted Creative Tools

Soft Skills: Visual Storytelling, Creative Strategy, Cross-Functional Collaboration, Communication, Adaptability, Project Coordination, Attention to Detail, Fast-Paced Team Collaboration

LANGUAGES

English | Chinese | Malay | Cantonese

AWARDS & ACTIVITIES

Swinburne Emerging Leader Program | 200-Hour Student Leadership & Volunteer Program (SLVP) Award