



Nick Toh

*Communication Designer ;-]
Branding, Digital & UI/UX*

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Hi there, my name is Nick and I have been in/around the creative industry for more than 10 years, while I have been involved with startups / small business enterprises for nearly 5 years now, as I have a keen interest in helping brands fulfill their potential and grow through creativity and branding.

Throughout the course of my career, I have worked in culturally diverse countries, and this has helped me built a keen eye for observation as well as being able to look at things from different perspectives. I am also very analytical in my tasks and process driven, which has helped me gained a deep appreciation for topics such as brand building and most recently, UI and UX design.

In my free times, I am constantly interested in improving my home - from fixing stuff to doing semi DIY work to looking for the perfect wall art. Other than that, you'll find me often hunting for authentic food around Melbourne :)

Language

English

Malay

Mandarin (*spoken only*)

Technical Skills

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

Invision

Figma

Miro

Neto / Maropost Platform

Frontend Development - HTML / CSS

Microsoft Office

Print Production

UI / UX Design

eCommerce Management

Warehouse Operations and Logistics

Education

2000 - 2003

Sekolah Sri Cempaka Form 1-4 (*Malaysia*)

2004 - 2005

Brighton Secondary College

VCE studies Year 11-12

Certificate of Academic Excellence in

Visual Communication and Design

2006 - 2008

Swinburne University of Technology, Prahran

Bachelor of Communication Design

2021

UI / UX Design Elevate Course at Academy Xi

Brands I've Worked With

Malaysia

British American Tobacco

Petronas

Ola Bola

Bumbung

F&N

Etiqa Insurance

Asian Institute of Finance

IDEAS

IPC Shopping Centre

Drypers

TENA

Australia

L3 Home

Eastern Warehouse

Temple & Webster

Zanui

Fantastic Furniture

The Block Shop

Work Experience

2017 - Present

2017 - Present

Marketing / Digital Designer at L3 Home

- Designed and developed the company's branding and visual identity.
- Conducted workshops with stakeholders to develop the brand's identity and direction.
- Designed the entire UI/UX of the website, based on Neto / Maropost's bootstrap framework.

Digital Content Manager at L3 Home

- Managing website's Neto backend, from coding / fixing front end scripts for frontend UI when necessary to managing the rollout of promotion and marketing materials.
- Liaising with third party partners such as web developers, service providers and printers.
- Since launching the website and showroom, the brand has been featured in major online marketplaces such as Catch, Bunnings, The Block Shop as well as TV shows such as The Living Room and The Block.

Skills involved

Branding Identity
 UI / UX Design
 Wireframing & Prototyping
 Digital Marketing Design
 Photoshop
 Illustrator
 Editorial Design
 Neto / Maropost Platform
 Frontend Development
 HTML / CSS

2017 - Present

Operations Executive at Eastern Warehouse

- Designed and developed the company's branding and visual identity.
- Designed and managed production of the annual catalog.
- Managed Operations and Customer Service as well, with it comes along managing warehouse for 3PL management, online fulfillment and dropshipping.
- Since its rebranding, the brand has gained its reputation to be one of Australia's trusted furniture suppliers for Temple & Webster, Zanui, Fantastic Furniture among the few notable ones.

Skills involved

Branding Identity
 Operations Management
 Warehouse Management
 Furniture Knowledge
 Customer Service
 Editorial Design
 Print Production

Work Experience

2011- 2016

2015 – 2016

Senior Designer at 3ciety

- Involved in t-shirt merchandising designs for local films, TV shows and event festivals.
- Hired and led a team of graphic designers to assist with merchandise design, marketing design, as well as print productions for certain projects.
- Managed day to day backend operations of the website (Magento) , often liaising with developers.
- Managing inventory with production team for dropshipping, visiting printers and suppliers both locally and overseas.

Skills involved

Magento Platform
Fabric Print Production
Illustrations
Photoshop
Photography
Digital Marketing Design
Project Management

2014 – 2015

Art Director at Lucideas / Fundamental

- Designed and developed the agency's branding to transition from Lucideas to Fundamental.
- Concept development and layouts for advertising campaigns
- Designing for websites, social media and marketing collaterals
- Art direction and styling for TV commercials and photo shoots
- Handled household brands such as Shokubutsu, Appeton as well as government research think tank IDEAS.

Skills involved

Newspaper Output
Print Production
Illustrator
Photoshop
Editorial Design
Art Direction

2013 – 2014

Senior Graphic Designer for DIA Brands.

- Designing for websites, corporate branding / rebranding and packaging design, mostly for corporate brands such as MHB (Malaysia Marine and Heavy Engineering Holdings Berhad), AIF (Asian Institute of Finance), Etiqa Insurance and F&N.
- Managing and oversee print production for output.
- Conduct customer journey interview and researches as well as branding workshops.

Skills involved

Branding Identity
Brand Guidelines
Design Research
Packaging Design
Editorial Design
Print Production

2011 – 2013

Graphic Designer / Junior Art Director for Lucideas Creative.

- Involved in brands such as Revive Isotonic, Drypers, TENA, IPC (Ikano Power Centre).
- Given the opportunity to handle art directing roles on certain accounts.
- Won Bronze in Excellence in Social Media Marketing at advertising+marketing awards.

Skills involved

Newspaper Output
Print Production
Illustrator
Photoshop
Editorial Design
Art Direction

Work Experience

2009- 2011

2010 – 2011

Visualizer at OgilvyAction Malaysia

- Involved in designs for British American Tobacco brands such as Pall Mall, Capstan and John Player Gold Leaf.
- Involved in launch event designs such as Maxis Scholarship and Petronas Chemical Group.

Skills involved

*Illustrator
Photoshop
Indesign*

2009 – 2010

One Wish Lifestyles / MobileFit

- Updating stationeries and promotions for One Wish Lifestyles, MobileFit and other companies associated with them.
- Handled print production for marketing and stationery deliverables.

Skills involved

*Illustrator
Photoshop
Print Production*

Uniquemail

- Primarily web design projects using Wordpress based platform.
- Design, build and develop wireframes for mostly small business clients
- Built over 20 websites over the course of 1 1/2 years.

Skills involved

*Illustrator
Photoshop
Dreamweaver
Wordpress Platform
HTML / CSS*