

Hi! I'm Nur Idahyu

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Portfolio: nuridahyu.com



Creative and detail-oriented Graphic Designer with over 5 years of experience in visual communication, motion graphics, and branding across both digital and print platforms. Skilled in conceptualizing and executing marketing materials that align with brand identity and captivate audiences. Proven ability to manage end-to-end design projects in fast-paced environments, from ideation to final delivery.

WORK EXPERIENCES

CREATIVE EXECUTIVE

Wine Portal Pte. Ltd (2024 - Present)

- Conceptualized, designed, and executed creative concepts for marketing collaterals, logos, brochures, and product packaging.
- Managed projects across print, digital, and multimedia platforms, ensuring adherence to brand guidelines.
- Directed and coordinated photo and video shoots, delivering high-quality visual assets.
- Created video edits and animations to support marketing campaigns.
- Execute and manage email marketing campaigns via Mailchimp, including layout design, scheduling, audience segmentation, and performance tracking.

VIDEO & GRAPHIC DESIGNER

Stickies Bar (2022 - 2024)

- Designed and produced menus, social media graphics, and promotional assets tailored for the F&B and nightlife industry.
- Collaborated with the marketing team to conceptualize and execute digital campaigns that increased customer engagement and event attendance.
- Implemented consistent brand identity across all digital and print materials, maintaining a cohesive brand presence.
- Edited short-form videos for social media ads, optimizing content for different platform formats and audiences.

MOTION GRAPHIC DESIGNER

Screenbox (2021 - 2022)

- Created motion graphics, and visual effects for video ads and brand campaigns.
- Produced on-screen callouts and overlays for live shows, ensuring timely and visually engaging broadcast elements.
- Managed asset libraries and project files for motion graphics workflows using Adobe After Effects and Premiere Pro.
- Assisted in product photography and post-production editing for visual assets used in print and digital media.
- Adapted graphics and layouts to fit different media requirements, ensuring brand consistency across platforms.

INTERN GRAPHIC DESIGNER

Singapore Press Holdings (2019 - 2019)

- Collaborated with clients and internal teams to deliver independent projects under strict deadlines.

SKILLS & EXPERTISE

- Branding and Marketing Design
- Motion Graphics and Animation
- Creative Direction
- Team Collaboration
- Project Management

EDUCATION

Diploma in Advertising

2018 - 2021

Nanyang Academy of Fine Arts

Nitec in Visual Communication

2012 - 2013

ITE College Central

LANGUAGES

English

Fluent

Malay

Fluent

SOFTWARES

 Illustrator (86%)

 Photoshop (79%)

 After Effects (67%)

 Lightroom (73%)

 Premiere (73%)

 Canva (80%)

Thank you!

