

Neo Jui Jie

Graphic Designer

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Experience

BloomThis

Petaling Jaya, SEL
Feb 2025–Aug 2025

Graphic Design Intern

Designed and delivered visually consistent social media assets aligned with brand guidelines, supporting ongoing campaigns and ensuring cohesive brand representation over a five-month period.

Created print collateral — including employee guideline booklets, message cards, envelopes, and photo frames — managing the process from concept development to pre-press preparation.

Assisted in product photoshoots by preparing sets and styling items under the brand manager's guidance to maintain brand quality standards.

UCSI Group

Cheras, KL
Mar 2023–Jan 2025

Junior Data Analyst

Streamlined a repetitive process by creating Excel macros, reducing weekly workload by 25%.

Built interactive Power BI dashboards with DAX and Power Query, providing management with key business insights.

Used SQL (MS SQL Server) to extract, clean, and transform data for targeted user needs, enabling faster, data-driven decisions.

The Humble Food Co.

Kelana Jaya, SEL
Dec 2021–Mar 2022

Business Analyst Intern

Analyzed customer transactions, item sales, and vendor performance to identify trends and improvement opportunities.

Developed technical reports and analysis by using relevant data at hand for incorporation into strategic decision-making.

Delivered actionable insights to senior management and supported the rollout of approved operational and process changes.

Education

Sunway University

Petaling Jaya, SEL
Aug 2022

Bachelor of Information Systems (Hons) in Data Analytics

Interests

Photography
Music
Video Games
Films/Anime
Art
Football
Reading

Design Skills

Branding
Digital Design
Layout Design
Social Media Design
Typography
Design Thinking
Visual Communication

Software Skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Adobe Lightroom
Mac OS/Windows
Figma

Personal Skills

Collaboration
Adaptability
Attention to Detail
Receptive to Feedback
Time Management
Passionate
Determined