



# ART DIRECTOR

Greetings, I'm Maggie and I'm a Singapore-based designer with a rich background spanning more than 10 years in the vibrant and fast-evolving events /design sphere, I've cultivated a repertoire of adaptability and versatility. I thrive in the art of simultaneous multitasking, showcasing impeccable time management skills.

Upholding a profoundly professional ethos and unwavering dedication, I am inherently self-driven and devoted to delivering top-tier solutions and impeccable design quality.

## 01 ABOUT

**Name**  
Maggie Chow

**Contact**  
+65 90892301

**Gender**  
Female

**Email**  
iamaggielui@gmail.com

**D.O.B**  
02 November 1991

**Nationality**  
Malaysian (SG PR)

**Race**  
Chinese



## 02 EDUCATION

April 2013

**Bachelor of Arts Management**

European University (EU Montreux)

**Diploma of Graphic Design**

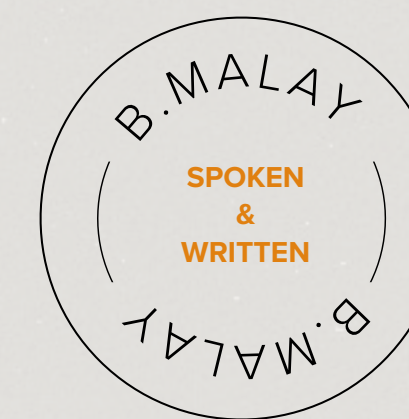
European University (EU Montreux)

June 2010

Years before 2010

That's 14 years back,  
goodness, let's skip this.

## 03 LANGUAGE





04 SKILL SETS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe After Effect

Adobe Premier Pro

Adobe XD

Google Web Designer

3ds max

C4D (Self learning)

Blender (Self learning)

Time Management

Multi-Tasking

Work under Pressure

Problem Solving Skills

Communication

Teamwork

Team Leadership

Eye for Details

Highly Responsible

Versatile Creativity

05 SOFT SKILLS



## 06 EMPLOYMENT SUMMARY

**ED&C Pte Ltd**  
Singapore

2021

2020

**VMSD Pte Ltd**  
Singapore

**Se7en Friday Pte Ltd**  
Singapore  
2017 June - 2020 July

2017

2014

**Macro Events Pte Ltd**  
Singapore

**Sagajuta Creative & Communications**  
Malaysia

2012



ED&C Pte Ltd

Position Title | **Art Director**  
Service Period | **2021 May to Current**

Responsibilities

- Oversaw the project objective, conceptualize, directing graphic direction, proposes creative branding design for various proposals in accordance with the client's budget and requirements.
- Producing and directing key visuals, graphic/digital collateral, visuals mock up, 3d booth design, storyboarding, motion graphics, and FA works.
- Planning and time management to ensure multiple ongoing projects to be produced, complete on time.
- Liaising with vendors, carpenters, attending presentations and meetings.

Achievements

- Oversaw, directed and won the Project Herbalife Healthy Breakfast Campaign 2021
- Oversaw, directed and won the Merz GRA Exhibition, Thailand
- Oversaw and won Teoxane May Symposium 2022
- Oversaw and won the Project Teoxane Launch 2021
- Oversaw and directed the Project Merz APAC President Award
- Oversaw, directed and won the Project Herbalife Protein Booster Campaign 2022
- Led Ultherapy Hybrid PR Event 2023, Korea
- Led Ultherapy Prime Symposium event 2025, Korea

VMSD Pte Ltd

Position Title | Senior Graphic Designer  
Service Period | 2020 August to 2021 April

Responsibilities

- Oversaw the project objective, conceptualize, propose creative branding/structure design for various proposals.
- Oversaw the project objective, conceptualize, propose creative branding/structure design for various proposals.
- Oversaw key visuals, graphic/digital collateral, visuals mock up, 3d booth design, motion graphics, FA & printings.
- Planning and time management to ensure multiple ongoing projects to be produced, complete on time.

Achievements

- Oversaw a branding launch OTOT digital launch.



Se7en Friday Pte Ltd

Position Title            |            Senior Designer  
Service Period            |            2017 June to 2020 July

Responsibilities

- Supervised and mentored Junior/Intern designers to ensure quality artwork delivered on time.
- Oversaw the project objective, conceptualize, setting graphic direction, proposes creative branding/structure design for various proposals in accordance with the client's budget and requirements.
- Oversaw key visuals, graphic/digital collateral, visuals mock up, 3d booth design, motion graphics, FA & printings.
- Planning and time management to ensure multiple ongoing projects to be produced, complete on time.

Achievements

- Oversaw and won a SGD150K worth project (Micron FAB 10A)
- Oversaw and won the NCCS Charity Dinner project (2018-2019)
- Oversaw and won the West Mall campaign (2019-2021)
- Oversaw and won the Manualife Awards (2020)

Macro Events Pte Ltd

Position Title            |            Graphic Designer  
Service Period            |            2014 August - 2017 May

Responsibilities

- Oversaw the project objective, conceptualize, propose creative branding/structure design for various proposals in accordance with the client's budget and requirements.
- Produced key visuals, graphic collateral, Animation videos, Illustration, visuals mock up, 3d booth design, motion videos, FA & printings.
- Troubleshooting and resolving issues on the spot through quick thinking.
- Produced floor plan drawings & technical drawing for booths.

Achievements

- Oversaw and won the project Micron FAB 10 Grand Opening 2016
- Appointed as the graphic team leader and won SCDF SGFPC (2016) project.
- Appointed as the graphic team leader and won NEA North East 2014 project.



Sagajuta Creative & Communications

Position Title | Graphic Designer  
Service Period | 2012 May - 2014 June

Responsibilities

- Produced key visuals, graphic collaterals, photography, illustration, visuals mock up, FA & printings.
- Managed the Sagajuta Annual report.
- Managed 1Borneo Hypermall official website.
- Collaborated closely with management in order to ensure that designs met the company's needs.

Achievements

- Oversaw and won the CNY decoration campaign for 1Borneo Hypermall

NOTE

Let's meet up  
for a cuppa!

LAST PAGE  
OF THE  
RESUME