AMALIA AHMAD

Graphic Designer | Application Developer

Hi there!
I am pleased to introduce myself as a holder of the **Adobe Certified Professional (ACP) in Visual Design Using Adobe Photoshop** certification, based in Kuala Lumpur, Malaysia. My expertise lies in **Graphics**, **Augmented Reality**, and **Mobile Application Development**.

A little about me

Full Name	**Amalia binti Ahmad**
Based in	**Kuala Lumpur & Selangor, Malaysia**
Date of Birth	**12th February 1996**
Nationality/Race	**Malaysian/Malay**
Gender	**Female**

Work Experiences

2021 - Present

FREELANCE APPLICATION DEVELOPER | AUGMENTED REALITY DEVELOPER | GRAPHIC DESIGNER

Tourism Johor
i. **Augmented Reality Mobile Application for Tourism Book (Johor, Malaysia)**
    • Developed an AR mobile application covering 10 maps featured in the Tourism Book for Johor, Malaysia.
ii. **Kiosk Development (Johor, Malaysia)**
    • Designed and implemented a kiosk for the Johor Tourism Information Centre (JOTIC) at Johor Bharu and Senai Airport, integrating AR camera filter technology.
iii. **Augmented Reality Rumah Limas (Johor, Malaysia)**
    • Created an AR mobile application and web-based AR experience for Rumah Limas, a cultural site in Johor, Malaysia.

Honkai: Star Rail Malaysia Community
• Successfully enhanced community engagement and interaction by overseeing discussions, monitoring member activities, including approving and declining posts as per group guidelines, providing valuable support to members, and organizing successful events.

Jan. 2021 - Feb. 2021

RESEARCH ASSISTANT
Kolej Universiti Islam Antarabangsa Selangor (Kajang, Selangor, Malaysia)
• Assisted teams in the preparation of a research report entitled: "Pembangunan Aplikasi Augmented Reality Bagi Modul Komponen Sistem Unit Komputer".
• Developed a mobile application through this research and was responsible for the application's structure and design (App Title: "Augmented Reality: Components of System Unit").

Educations

Bachelor in Creative Multimedia (Interactive Media) (Hons) — 2017-2020
KUIS (IIUCS) • CGPA: 3.89

Diploma in Information Technology (Multimedia) — 2014-2017
KUIS (IIUCS) • CGPA: 3.82

Sijil Pelajaran Malaysia (SPM) — 2009-2013
SAMTKKB

Skills

Industry Knowledges
Mobile App Development, Augmented Reality, Graphic Design, Web Design & Development, HTML, CSS, JavaScript, C#, PHP

Tools and Technologies
Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe Animate, Unity 3D, WordPress

Languages
Bahasa Melayu, English, Arabic

Badges & Certificates

Validate at:
credly.com/users/maiaahmad/badges

Contact Me

Tel. No.:	**+6 010 244 1554**
Email:	**amaliaahmad.aa@gmail.com**
Website:	**maiaahmad.com**
Portfolio:	**behance.net/maiaahmad**
LinkedIn:	**linkedin.com/in/amaliaahmad**

Jun. 2020 - Aug. 2020

LEARNING TECHNOLOGY AND SOLUTIONS INTERN
PETRONAS Leadership Centre (Bangi, Selangor, Malaysia)
- Assigned to the Learning Technology and Solutions (TechSol), Learning Solutions (LS) Division, Human Capital Development (HCD) at PETRONAS Leadership Centre (PLC).
- Involved in monthly reporting of Development Opportunity for digital libraries to track users' performance within their business units.
- Managed data filtering and cleaning for thousands of records while simultaneously maintaining data accuracy, referencing multiple sources with varying data fields, structures, and arrangements.
- Contributed to the creation of the PETRONAS Digital Learning Trends Quarter 2, 2020 Infographic, aiming to uncover insights into learning trends based on monthly digital learning reporting.

Apr. 2018 - Apr. 2019

UNDERGRADUATE RESEARCH ASSISTANT
Kolej Universiti Islam Antarabangsa Selangor (Kajang, Selangor, Malaysia)
- Assisted Chief Researcher and teams in relevant research work, such as carrying out surveys, collecting, reviewing, and analyzing data.
- Assisted teams in the preparation of a research report entitled: "Kajian Awal Penggunaan Fonik dalam Pembangunan Aplikasi Mobil Fonik: Bacalah Sayang".
- Developed a mobile application through this research and was responsible for the application's structure and design (App Title: "Bacalah Sayang").
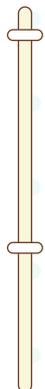
Apr. 2017 - Sep. 2017

MARKETING CUM GRAPHIC DESIGNER
Daulah Holding Sdn Bhd (Kuala Lumpur, Malaysia)
- Developed three websites for the company and its subsidiaries: www.daulahholding.com, www.deenam-ik.com, and www.komunitimesir.com.
- Participated in promotional designs, including posters, website layouts, and marketing banners.
- Contributed to corporate designs, involving document templates, flyers, and staff business cards.
- Played a key role in online marketing campaigns utilizing platforms such as FBAds, Google Ads, etc., simultaneously creating compelling copywriting to attract customers and achieve daily Key Performance Indicators.
- Engaged in designing and programming components for E-commerce systems using the Cs-Cart Panel.
- Formulated Standard Operating Procedures (SOP) for Daulah Ilmi Plt, a newly established subsidiary.
- Supervised and trained two new employees in marketing and design to expedite their skill development and performance improvement.

References

LONG M HAFFIZ LONG HASSAN
Executive (Learning Technology & Adoption), Global Learning & Development, Human Capital Development (HCD), PETRONAS
+6 019 371 0904
haffiz.hassan@petronas.com

MUHAMMAD AIMAN BIN ZULKIFLI
Graphic Designer, Koperasi Kakitangan PETRONAS (KOPETRO)
+6 012 672 7256
aimanzulkifli1998@gmail.com

THANK YOU FOR YOUR TIME AND CONSIDERATION
• Amalia Ahmad •