



Liyana Jainal

Graphic Designer

CONTACTS

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LINKEDIN

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BEHANCE

behance.net/liyanajainal

TRAITS

Leadership
Creativity
Teamwork
Communication
Problem-solving
Willingness to learn
Basic German

HOBBIES

Contemporary Dance
Risograph Printing
Film Photography
Rock Climbing

ABOUT ME

A confident and passionate graphic designer with comprehensive experience in brand design and visual identity across print and digital media. Skilled in client collaboration and cross-functional teamwork, I bring strong communication abilities to every project. As a designer, my core strengths lie in typography and brand identity development, ensuring visual harmony between these essential elements. Having taken on multiple leadership roles, I adapt well to new environments and am eager to bring fresh creative perspective to conceptualise new and novel ideas. Driven by a desire to learn and be challenged, I seek opportunities to create design that leaves lasting impressions and powerful impact.

WORK EXPERIENCE

Aug 2024 -

Feb 2025

JUNIOR DESIGNER

Lonsdale Design (Previously Why? Brand Design)

Collaborated with senior designers and strategists to develop client pitch design across FMCG and beauty sectors for major APAC region clients. Maintained brand consistency and visual quality across multiple touchpoints.

May - July

2024

INTERN DESIGNER

Lonsdale Design (Previously Why? Brand Design)

Contributed to packaging design development for diverse APAC brands, working through various stages from concept to final artwork stages. Gained foundation experience in brand design and packaging methodology across multiple markets.

Jan 2021 -

June 2024

PART TIME TUTOR

MindFlex Home Tuition

Created tailored lesson plans for diverse learning styles, demonstrating ability to adapt to each student. Developed interactive learning activities and strategies to keep students engaged across various primary school subjects.

EDUCATION

Class of 2025

BACHELOR OF FINE ARTS

NTU, Art Design & Media (ADM)

Specialisation in Visual Communication.

Royal Melbourne Institute of Technology (RMIT)

Semester exchange in 2023.

Class of 2020

GCE A-LEVELS

St. Andrews Junior College

Awarded the Mrs Grace Ballas Scholarship in 2019.

Top in Cohort for H2 Art for Final Examination in 2019.

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Figma
Powerpoint

EXPERIENCES

GOTONG ROYONG CLUB

Project Leader & Founder

Led National Youth Council grant. Collaborated with passionate youths promoting malay culture and community spirit along Somerset Belt.