Schah

Schahryar Fekri

A lifelong learner and skilled designer who excels at crafting solutions rooted in extensive user experience and thorough research.

EXPERIENCE

2013 - Present
CREATIVE DIRECTOR

MEMTIS PTE LTD.
A multifunctional design and technology company specialising in digital and online solutions.

- Crafting solutions and directions based on research and user experiences.
- Creating user interfaces, levels, and stories for video games.
- Overseeing the vision and output of a team for projects and campaigns.

2010 - 2013
SENIOR UX DESIGNER

TDCX PTE LTD.
A leading provider of customer experience business process outsourcing (BPO) services in Southeast Asia.

- Created designs, concepts, layouts, and UI/UX for online comparison services, websites, and mobile apps.
- Developed ideas and solutions for their marketing campaigns.

2008 - 2010
SENIOR WEB DESIGNER

BEI SINGAPORE PTE LTD.
An MNC advertising agency holding group.

- Prepared graphics and layouts for advert campaigns, including websites and print projects.

2006 - 2008
SENIOR WEB DESIGNER

OPT CONSULTANTS
An advertising agency with a focus on sports events and advertising in the Middle East and Asia.

- Designed and developed web interfaces and solutions for a variety of online projects & campaigns.

2002 - 2023
GRAPHIC EDITOR / FOOTBALL ANALYST

ELECTRONIC ARTS
One of the world's biggest gaming companies.

- Graphic design and data collection for EA Sports FC / FC Mobile games.

CONTACT INFO

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- in schah
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SKILLS OVERVIEW

adobe photoshop

adobe illustrator

adobe dreamweaver

adobe indesign

figma / invision / sketch / xd

adobe after effects

adobe animate

html5 / css

javascript / jquery / ajax

php / mysql

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EDUCATION

2020 - 2022
BACHELOR DEGREE IN DIGITAL MEDIA
COVENTRY UNIVERSITY

2018 - 2020
DIPLOMA IN CREATIVE NEW MEDIA TECHNOLOGY
RAFFLES COLLEGE OF HIGHER EDUCATION

2001 - 2005
GERMAN LANGUAGE & LITERATURE
GOETHE-INSTITUT

1996 - 2000
INFORMATION TECHNOLOGY & DESIGN
MILAD TECHNICAL SCHOOL

KEY SKILLS

MANAGEMENT
Team leadership, project management, and creative art direction.
Proficient in Agile project management, navigating projects using PM tools like Jira, Miro, and Scrum for effective Scrum management.

DESIGN
UX and UI design, web/mobile design, graphic design for print (brand ID, stationery, corp ID, and logo design), design for social media platforms and e-mail marketing, 2-D and 3-D animation, character design, game design, and illustration.

CODING & DEVELOPMENT
HTML5, CSS, Javascript, P5.js, jQuery, Ajax, MySQL, PHP, W3C standards optimization, and cross-browser and cross-platform compatibility fixing.

ONLINE MARKETING
Online marketing and analysis, search engine optimization and marketing (SEO and SEM), and online and social media marketing and strategy.

SOFTWARE SKILLS
Adobe CC (Photoshop, Illustrator, InDesign, Dreamweaver, XD, After Effects, Animate), Figma, InVision, Sketch App, Axure, Autodesk Maya, and Unity. Microsoft Office Suite (MS Word, Excel, etc.)

OTHER CAPABILITIES
- Proficiently manage multiple independent projects.
- Skillfully prioritize and strategize diverse tasks and projects.
- Expertly plan, conceptualize, and visualize ideas from inception.
- Conduct thorough research to identify and implement optimal solutions.

Visit my portfolio at **www.schah.online**

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PROJECTS

FOOTBALLIZER.COM
Deutsche Telekom
Sky Sport Deutschalnd
CIMB Bank
EA SPORTS FC
Standard Chartered
TigerLive

LANGUAGES

English
German

INTERESTS

Football
Tennis
Video-gaming