

Muhammad Reza

Senior UI Designer / Art Director



CONTACT

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I'm Reza, a senior UI Art Director with front-end development skills with over 11 years of experience. I've achieved honourable awards from Crowbar 2012 and DNAD Best of the Year 2012.

I graduated with 1st Class Honours from LASALLE College of the Arts in Design Communication and acquired an extensive experience as an ex-designer for Foreign Policy Design Group, Method Media and VMLY&R.

For the past six years, I've been an Art Director at VML, where I lead the art direction and UI design, shaping innovative and engaging user experiences. My expertise lies in user interface prototyping and design, with a particular strength in visual aesthetics.

AWARDS & EXHIBITIONS



D&AD Student Award
2012
Best of the Year



Crowbar
2012
Bronze Award



Singaplural
Exhibition 2016

SOFTWARE SKILLS

DESIGN	CODING
Figma / Sketch	HTML5 / CSS3
Principle Animated Design	SASS / SCSS
Adobe Photoshop	Javascript
Adobe Illustrator	mySQL
Adobe Indesign	Wordpress
Adobe Lightroom	Processing (JAVA)
Adobe After Effects	Arduino

EXPERIENCE

AUG 2018

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PRESENT

SENIOR UI DESIGNER / ART DIRECTOR

VML

As a Senior UI Designer and Art Director at VML, I lead the art direction and UI design for various digital projects, delivering innovative and user-friendly experiences. A key achievement includes designing the **award-winning CNA website, which received Global Gold for Best News Website at the Digital Media Awards Worldwide 2022 and a Silver Award for Website Redesign at the W3 Awards 2021. I also created the GCash Flashback End of Year Review, an annual campaign that provides users with a personalised summary of their spending habits which became a viral sensation on TikTok.**

In this role, I also collaborate with cross-functional teams—strategists, UX designers, developers, and project managers—to ensure design solutions meet business goals and user needs. I build strong client relationships by understanding their vision and iterating based on feedback. Additionally, I create and maintain design systems and style guides for consistency across digital touchpoints, and I mentor junior designers to foster a collaborative and innovative environment.

2014

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JUL 2018

SENIOR DESIGNER

Method Media Pte Ltd.

At Method Media, I executed design work for print and interactive projects, ensuring effective communication of clients' brands and objectives. I assisted with project management and client handling, facilitating smooth collaboration throughout the project lifecycle. My focus included developing website interfaces and creating engaging digital experiences that met user needs.

I also managed clients' social media and digital campaigns, using my design skills to enhance their online presence and drive engagement. This multifaceted role allowed me to blend creativity with strategic thinking, contributing to successful projects and client satisfaction.

2012

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2014

JUNIOR DESIGNER

Foreign Policy Design Group

As a Junior Designer at Foreign Policy Design Group, I conceptualised, designed, managed, and executed various branding projects, gaining valuable experience in both print and digital mediums. I played a key role in creating cohesive visual identities, ensuring every design element reflected the client's vision.

A significant aspect of my role was working on website design, which ignited my passion for digital design and showed me how effective web design can enhance user experience and strengthen brand presence. My time at Foreign Policy Design Group laid a strong foundation for my career, equipping me with essential skills in project management and client collaboration.

EDUCATION

2011

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2012

LASALLE COLLEGE OF THE ARTS

BA (1st Class Hons) in Design Communication

Majoring in Graphic Design

2009

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2011

LASALLE COLLEGE OF THE ARTS

Higher Diploma in Design Communication

2002

-

2005

NANYANG POLYTECHNIC

Diploma in Multimedia & Infocomm Technology

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<i>Adobe Lightroom</i>	<i>Processing (JAVA)</i>
<i>Adobe After Effects</i>	<i>Arduino</i>

ABOUT

I'm Reza San, a visionary designer with 11 years of rich and diverse experience in the design field. My superpower is an unwavering attention to detail, combined with a passion for creating stunning and functional digital experiences. I bring boundless energy and commitment to every project, ensuring that each one is executed with precision and creativity.

I thrive in cross-functional collaborative environments, where the magic happens when experts from various fields unite to create innovative ideas and craft holistic solutions. This synergy enables us to deliver user experiences that are not only visually delightful but also deeply engaging and effective.

My career is a testament to my versatility and adaptability. I seamlessly bridge the gap between designers and developers, creating a harmonious balance between design aesthetics and technical feasibility. This unique ability allows me to negotiate, empathize, and collaborate effectively, ensuring that our designs are both beautiful and functional.

My role involves constant interaction with clients, understanding their vision, and translating it into exceptional design solutions. I pride myself on my ability to communicate effectively, manage client expectations, and build strong, lasting relationships. This client-centric approach ensures that we deliver projects that truly resonate with their target audiences.

At my current organisation, I have had the privilege of leading and mentoring junior designers, guiding them in best design practices, and helping them flourish in their careers. I oversee their daily tasks, delegate work according to their strengths, and support them in areas where they need growth.

If you're looking for someone who can bring a unique blend of skills, creativity, and experience to your team, feel free to reach out. I'm always open to exploring new opportunities and contributing to innovative projects.

Again, thank you for your time.

Reza