

## Amierruldin Abidin

Puchong, Selangor

+6013 795 1238

[amierruldinabidin@gmail.com](mailto:amierruldinabidin@gmail.com)

<http://linkedin.com/in/amierabidin>

<https://amierabidin.com/>



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### Executive Summary

Experienced Multimedia Designer with 7+ years creating high-impact visual content for TV, corporate brands, and digital platforms. Skilled in video production, motion graphics, brand storytelling, and managing large-scale multimedia projects. Known for producing viral content, driving audience engagement, and leading creative teams to deliver projects on time and on budget. Passionate about combining creative vision with strategic execution to strengthen brand presence and achieve measurable results.

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### Core Skills

Video Editing (Premiere Pro), Motion Graphics (After Effects), Color Grading, Social Media Design, Branding, Campaign Visuals, Infographics, Adobe Suite, Figma, CapCut, Canva, Photography, Videography, Project Management, Team Leadership

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### Professional Experience

**Pertama Digital Berhad** Graphic Designer (July 2025 – Present)

#### Graphic & Multimedia Design

- Created a wide range of digital campaigns, motion graphics, videos, social media content, infographics, educational/financial materials, and marketing visuals for Pertama Digital, Kocek, Kocek Pintar, MyPay, Dapat Vista, and Biz Kecil.

#### Video Editing & Motion Graphics

- Edited and color graded videos while creating motion graphics for campaigns, social media, events, and corporate/educational content, ensuring polished and impactful storytelling.

#### AI-Assisted Content Creation

- Generated AI-assisted images and videos to speed up creative workflows, integrating them seamlessly into campaigns while maintaining consistent brand identity.

**Key Strengths:** Visual storytelling, multimedia content creation, campaign design, brand consistency, creative problem-solving.

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**XPERTS (FNXperts SDN BHD)** Multimedia Designer (February 2023 – June 2025)

#### Multimedia Design Project Management

- Managed full multimedia design output for 19 company divisions, delivering branding, posters, videos, social media content, merchandise, and portfolios across multiple industries.

#### Internal Communications Design

- Designed the “X-NEWS” internal newsletter and managed vendor coordination to obtain competitive quotes and ensure high-quality materials for merchandise and internal projects.

#### Event Coordination

- Coordinated internal training events in collaboration with outsourced providers, ensuring smooth execution and effective outcomes.

**Key Strengths:** Multimedia design, video editing, branding, social media content, project management, internal communications, event coordination, and creative problem-solving.

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**BOUGASBEAUTY** Graphic Designer (April 2022 – February 2023)

#### Sales Campaign Management

- Successfully conducted a sales campaign in collaboration with the team, handling content creation and design for social media posts, product packaging, and promotional videos.

#### Social Media Content & Ads Coordination

- Worked closely with the Digital Marketer to create engaging content and ads for social media platforms, including Facebook, Instagram, and TikTok.

#### Graphic Design & Campaign Support

- Independently managed graphic design projects for the company and drop shipping, including creating posters, videos, product photos, and content for various campaigns.

**Key Strengths:** Graphic design, multimedia content creation, social media campaigns, ad coordination, sales-driven visuals, video production, creative problem-solving.

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**SIRIUS TV (SMART DIGITAL INTERNATIONAL SDN. BHD)** Motion Graphic Designer (May 2021 – April 2022)

**Motion Graphics for TV and YouTube Content**

- Independently created motion graphics for TV programs and YouTube content, including montages, openers, teasers, and trailers.

**Content Creation for TV and YouTube**

- Developed engaging content for TV programs and YouTube, contributing to the channel's growth and audience engagement ([www.youtube.com/@SiriusMalaysiaTV](http://www.youtube.com/@SiriusMalaysiaTV)).

**Viral Content Achievement**

- Successfully produced the viral "Akak 212 (Parody)" content, gaining significant attention and viewership.

**Key Strengths:** Motion graphics, video editing, TV & YouTube content creation, viral content production, storytelling, and audience engagement.

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**Koperasi Al-Najah Kuala Lumpur Berhad** Supervisor Multimedia Designer (Jun 2020 – March 2021)

**Project Management**

- Successfully managed multiple projects simultaneously with efficiency and precision.

**Team Leadership**

- Led a team of 3 designers and 1 motion graphic artist to deliver impactful design projects.

**Video Production Expertise**

- Independently handled content creation for promotional video products from Pre-Production to Post-Production.

**Key Strengths:** Project management, team leadership, multimedia design, video production, content creation, and creative problem-solving.

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**iFame – iFabulous Art Media & Event Sdn. Bhd** Video Editor Cum Videographer (Oct 2017 – March 2020)

**Multitasking and Project Management**

- Managed multiple video projects and independently produced full TV program edits, social media promos, highlights, gimmicks, and opening sequences.

**Client Satisfaction and Achievement**

- Achieved a milestone by delivering the TV program "Kaabah Rumah Agong" for Astro Naura without any amendments requested by the client.

**Key Strengths:** Video editing, videography, social media content creation, multitasking, project management, and client-focused delivery.

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**Tangerine Film SDN. BHD** Video Editor Cum Production Asst. (Internship) (Feb 2017 – April 2017)

**Production Support**

- Successfully contributed as a Production Assistant and Assistant Video Editor for TV commercials, telemovies, and TV programs.

**Professionalism and Stress Management**

- Demonstrated resilience under pressure, effectively handling stressful situations while maintaining a high standard of professionalism.

**Key Strengths:** Video editing support, production assistance, TV commercial & program experience, professionalism, and stress management.

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**Key Achievement**

**Judge & Mentor:** FYP examiner at GMBB and main judge for Design Duel 2025, guiding students in creative, user-centered design.

**Viral Content Creator:** Produced "Akak 212" (Squid Game parody) for SIRIUS TV, featured by mStar Media.

**TV Program Delivery:** Delivered "Kaabah Rumah Agong" for Astro Naura with zero client revisions.

**Proposal Leadership:** Led design team to secure the NIP proposal approval by FINAS.

**Project & Team Management:** Managed multimedia projects for 19 company divisions, ensuring timely delivery of high-quality work.

**Social Media Impact:** Created engaging content for Facebook, Instagram, and TikTok, boosting campaign performance.

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**Education**

**Diploma** in Broadcasting Radio and TV (2014 – 2017)

Limkokwing University

**Sijil Kemahiran Malaysia** (Artis Multimedia - Animator Tahap 2) 2013 (3 Months)

Kolej Yayasan Felda Kelana Jaya

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**Reference**

Available upon request

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