



ALIF AMAR

ART DIRECTOR

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EDUCATION

Lasalle College of the Arts Singapore

BA(Honours) in
3D Animation Arts

2016 - 2019

Ngee Ann Polytechnic Singapore

Diploma in Digital Visual Effects
Awarded 2nd most outstanding award
for Level 1 of Digital Visual Effects course

2011 - 2014

EXPERIENCE

Full Time | Senior Motion Graphics Artist OOm Pte. Ltd.

Jan 2022 - Present

Increased client satisfaction through heavy emphasis on congruence between delivered media and the project goals and objectives.

Streamlined the production process by creating efficient storyboards and written project treatments.

Full Time | Motion Graphics Artist OOm Pte. Ltd.

Jan 2021 - Jan 2022

Developed and implemented pre-production plans that allowed for optimal product development cycles as well as accommodating unexpected contingencies.

Generated or sourced relevant video, graphic, and audio elements to creatively convey the desired message.

Full Time | Junior Art Director The Idea Laboratory Pte. Ltd.

Dec 2019 - Jan 2021

Designed, created, animated and edited 2D visual elements for maximum impact and clarity.

Worked with creative team to design and produce multimedia artwork and video for marketing and promotional materials.

Full Time | Graphic Designer The Idea Laboratory Pte. Ltd.

June 2019 - Dec 2019

Design and produce of digital graphics for prints, digitals and events.

Conceptualise briefs and design static and video contents for social medias like Facebook, Instagram and LinkedIn.

Balance and handle multiple projects at once, meeting project deadlines with attention to detail and consistency.

PROFILE

Driven and resourceful individual with vast experience creating motion graphics for social media and television. Adept in communicating and collaborating with directors, project managers and other creative professionals to ensure the successful completion of a job. A self starter that thrives in fast-paced and challenging environment and adept in creating powerful visual designs using digital illustrations, images and typography. Importantly, upholds values of always being inquisitive, adaptable and responsible as an individual and an employee.

SKILLS

Adobe After Effects	<div style="width: 90%;"></div>
Adobe Photoshop	<div style="width: 85%;"></div>
Adobe Illustrator	<div style="width: 80%;"></div>
Adobe Premier Pro	<div style="width: 75%;"></div>
Adobe InDesign	<div style="width: 70%;"></div>
Autodesk Maya	<div style="width: 60%;"></div>
Blender	<div style="width: 50%;"></div>
Canva	<div style="width: 40%;"></div>

REFERENCES

Melvin Chong
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Clinton Low
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