

Nora Shukry

Fashion . Graphic Designer

Selangor, Malaysia | Dubai, UAE

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Experience

April 2021 – present (Dubai, UAE)

Fashion cum Graphic Designer

Ghaida Al Mukhaini Garments Trading

- Research & produce mood boards, identifying styles and analyzing trends in fashion, fabrics, trims, silhouettes and colors.
- Sketch, plan and developing ranges for the brand with proper documentation.
- Finalize style selection, produce style line up, and tech packs. Work hand-in-hand with Product Sourcing & Garment Technologist to produce accurate sample before production.
- Discuss with pattern master and tailor for in-house sampling, monitor the production and present to management for review.
- Visit showrooms, local and international exhibitions and trading fair for fashion & textile.
- Design lookbook and create brand guidelines for social media purposes. Produce graphics and short videos for Website, Blogs and Digital Advertising (FB, IG & Google Ads)
- Work with e-commerce and marketing team to create copy that signifies the voice of the brand.
- Design brand shipping box, perfume bottle and box, and canvas bag for the press and influencers.
- Create folding guidelines for warehouse staffs to ensure customer's clothes are folded correctly before packing in mailer.

Education

2013 - 2015

Bachelor's Degree in Fashion

Accademia Italiana Firenze Italy

Accredited by Nottingham Trent University UK

2010 - 2012

Diploma in Graphic Communication Design

Taylor's University Selangor

Software Skills

Adobe Illustrator, Photoshop, InDesign
Microsoft Words, Powerpoint & Excel
Canva

February 2016 – December 2020

Fashion Designer & Entrepreneur

Color Mode Studio – Own company

- Designed and developed own brand identity called Nora Shukry and started physical clothing shop in Shah Alam.
- Sketched, planned & developed RTW clothing with outsourced local and China factories.
- Offered Tailoring Services for occasion wears. Services includes house-visits, measure, design proposals & delivery to client's doorstep.
- Designed and managed e-commerce website using Ecwid & EasyStore. Synchronized website with social media platforms ensuring visibility and multi-platform selling point.
- Designed graphic materials, developed and implemented techniques for increasing page visits, likes and successful conversion rates through paid campaigns using FB, IG, and Google Ads.
- Analyzed data from sales and Google Analytics to improve strategies.

April 2012 – October 2012

Graphic Designer

Perniagaan Wafada Sdn Bhd.

- In-charge of designing the menu and signage for the restaurants and signage for the boutique, merchandise and confectionary shops at Kuala Lumpur International Airport (KLIA), mainly Malaysian Recipe Cafe (MRC) & Old Malaya Kopitiam (OMK).
- Worked under the directive of the Chief Operating Officer to compile, design & work on proposals to get contracts for new shops. Dealt with suppliers to get the best price for any fixtures and interior needed for the shops and worked on illustrations and conceptual drawings.
- Developed collateral such as display, marketing, and packaging materials to support product branding strategies.
- Built corporate brands by designing cohesive looks between elements such as logos and letterheads.
- Came up with promotional menus and items with the Chefs of the restaurants, managed marketing and designed promotional materials.

Other Experiences

May 2018 – October 2019

Business Dev. Executive cum Graphic Designer

Pome Bio Solutions Sdn Bhd.

Researched and identified opportunities for account growth, account penetration and market expansion for Palm Oil Mill Effluent Bio-Technological solutions.

Contributed design ideas in early planning stages with business development team.

Developed company corporate identity from scratch by designing business stationeries (logo, letterheads, business cards).

Consulted with product development teams to understand product USP for marketing and copywriting purposes.

Developed and designed marketing materials that includes booklets, brochures, banners and presentations to be handed out to shareholders and clients.

Designed proposals and presentation with the direction of company COO, travel and visit mills for presentation.

March 2018 – February 2019

Japanese Fusion Cafe Manager

Imageworld Creations Sdn Bhd.

Manage hiring wait staff with cafe owner.

Plan and manage staffs schedules with weekly briefing and meeting.

Set up advertising and promotional signs and displays on shelves, counters, and tables.

Plan and maintained sufficient quantity of all the items or raw materials required for food preparation and engaged with suppliers.

Work together with staffs in following SOP and ensure performance with our best etiquette. Assisted wait staff with timely food delivery and guest requests.

Assisted and engaged customers with cafe policy, special services and promotional options. Used cash registers and POS systems to request and record customer orders.

Reconciled cash drawer at the start and end of each shift, accounting for errors and resolving discrepancies.

Weekly deep cleaning with staffs to ensure best hygiene for the cafe.

Certification & Courses

24 – 25 June 2016

INTEL YOUTH ENTERPRISE CERTIFICATE

Young Entrepreneurship Programme

Organized by Intel & CEDAR, SME Bank

(Digital Marketing, Google Trends, Google Analytics, Hashtags, Team Building)

References

Available upon requests.

A believer in
lifelong learning
& the importance of
keeping humility.