

**Tasneem Noor**

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Singapore 520728

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**IC** S8113705F

**Objective: Senior Designer**

**Education:**

1994-1997

**Convent of the Holy Infant Jesus Secondary**

- Member of the English Literary Drama & Debating Society
- Art Director of The Introspective Newsletter
- Softball School Team
- Track and Field School Team

1998-2001

**Temasek Polytechnic School of Design**

- Member of the Design Society
- Diploma in Visual Communications**
- Major in Photography / Graphic Design**

**Awards Received:**

- 2nd Prize winner for Menu Design Competition  
L'aigle Dor Restaurant, Duxton Hotel 1999
- Represented Temasek Polytechnic School of Design for the ' My Singapore' Competition organized by Singapore Tourism Board 1999
- Runner-up for the Singapore Youth Foundation Design Competition 1999
- Represented Temasek Polytechnic School of Design at the Youth Logo Design Competition 2000
- Represented Temasek Polytechnic School of Design for the Asian Aerospace 2001 Logo design competition
- **Graduation Ceremony 2001- Award Prize Winner, Cathay Photo Prize, Outstanding Final Year Student**

**Software Knowledge (Macintosh and PC):**

Adobe Photoshop, Adobe Indesign, Adobe PageMaker (Chinese and English Version), QuarkXpress, Freehand, Adobe Illustrator, QuickTime VR Authoring Studio, Microsoft Office.

**Relevant Knowledge:**

35mm regular Black and White & Colour Photography and digital  
360-degree panoramic photography for QuickTime presentations.  
Studio Photography  
(Medium and Large Format including the use of digital backing)

Black and White & Colour developing and processing, Digital Photography and Editing.

**Work Experience:**

**1999**                      **Freelance Photographer** for Literati

**2000**                      **Graphic Designer**  
Singapore Television Twelve (Graphics Department)  
Central, Suria, Arts Central, Vasantham, Kids Central

**2001-2005 June**

**Art Director** and Photographer of The Wine Review and Associated Publications.  
TABLES SINGAPORE • Champagne Guide, Chinese and English Bordeaux Guide  
SILK - The Definitive Guide to Pairing Wine and Asian Food • Aussie Rules -  
An Australian Wine Special • Asian Sommelier Guide

**2004 June-2005 June**

**Art Director** of Mulberry Creative Communications (part of The Wine Review)  
**Mulberry Comms.** - Organising launches and press activities. Design and organisation of  
press releases, presentation folders, invites, menu's & announcements for dinners and  
launches of established international companies such as Champagne Charles & Piper  
Heidseick, Chateau Mouton Cadet.

**2005-June onwards****Freelance and Contract**

Freelance Designer for:

Mediacorp Publishing Singapore – Publication Design  
Singapore Council of Women's Organizations – Designer  
Phillip Management Pte Ltd. – Trust Fund Directory  
DesignerMulberry  
Creative Communications – Graphic Designer  
Alef Motif – Graphic Designer

**August 2005-July 2006**

**Freelance and Contract**

**Asia City Publishing ( SPLASH Communications)**

Involved in the production of :

- The HSBC Regional Dining Guides
- DBS Facets
- ABN AMRO Direct Mailers and Bill Inserts
- Changi Express Layouts
- Pitch Design Layouts
- Changi Christmas Catalogue

**Freelance for contract publishing: Mediacorp Magazines and SPH Magazines**

**October 2006-Feb 2008**

**Senior Designer - Potato Productions**

ASIA! Magazine

**May 2007- Present**

**Art Direction - Website Design**

*www.shadkyweddings.com - website design*

*www.physiosolutions.com.sg - shop design, shop exterior design, full corporate identity and website design*

*www.hopevillages.com - full corporate identity and website design*

*www.equinevet.com.sg - full corporate identity and website design*

*www.blissfulbakes.com - full corporate identity and website design*

**April 2008 – Present**

**Designer**

**Contract Publishing - Singapore Press Holdings Magazines**

Involved in the production of :

- Champion Parenting
- Young Families
- KrisShop
- NSMAN
- Challenge
- Millenia
- Lattitude

Pitch Jobs for :

JUSTU Magazine

CAAS Changi Airport Info Booklets

**Languages**

Fluent in written and spoken English and Malay

Also able to do Chinese layouts if needed.