



**Hello there,  
I'm Hoon.**

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## Who Am I?

Just a little bit about me.

Hi, I'm Quah Phaik Hoon and I quite enjoy eating, but metaphorically, I crave more experience, work, and exposure. I strive to grow and improve and there's always room to learn. I'm up for all sorts of design projects but enjoy brand identity, publication and advertising design.

In the design process, I'm eager for conceptual thinking and copywriting. I tend to think a lot... and talk a lot when I get the chance. This is a good segue to mention that I'm fluent in English (hello!) and Malay (apa khabar?\*), with the tiny exception of Mandarin (wǒ de zhōngwén bù hǎo\*\*).

My design education background begins with graduating from The One Academy, MY in 2018 with a Diploma in Advertising and Graphic Design. Soon after, I had the privilege to complete my studies at Birmingham City University, UK in 2020 with First Class Honours for a Bachelor's in Graphic Communication. In 2023, I completed my Master's in Graphic Design under Falmouth Flexible, where I studied locally in Malaysia attending an online course in the UK.

Through my years of studying, I was able to deepen my knowledge of design theoretically and practically by exploring concepts and experimenting with new styles. In terms of experience that plays a role in shaping my mindset and workflow, I worked as a creative designer for a digital marketing agency and as a server at a fish and chips restaurant. Two contrasting jobs allowed me to understand and grasp different job requirements and test my adaptability and patience.

Outside of design, I love reading and writing poetry. I have a knack for painting and crafting. I also spend way too much time bullet journaling and making to-do lists. Yep, more artsy stuff.

Well, enough about me, what about you?  
Let's get in contact to make great stuff together!

\*apa khabar? (Malay) how are you?

\*\*wǒ de zhōngwén bù hǎo (Mandarin) my Mandarin is not good

## What Have I Done?

Just some of the things I've spent time doing.

### Education.

- 2021 - 2023**      **MA (Master's) in Graphic Design**  
Graduated with a Merit (M-PG)  
@ Falmouth Flexible, UK
- 2018 - 2020**      **BA (HONS) Graphic Communication**  
@ Birmingham City University, UK  
First Class Honours
- 2015 - 2018**      **Diploma in Advertising & Graphic Design**  
@ The One Academy, MY

### Experiences.

- 2017 - Present**      **Freelance Graphic Design**  
Small projects like logo design
- June 2020 - Aug 2021**      **Silver Mouse Digital Marketing Agency, MY**  
A junior creative designer, curating designs for social media, e-mails and all things digital
- Nov 2018 - Mar 2020**      **Tasty Plaice, Grand Central, BHX**  
As a server that waited tables and tend to customers from taking orders to payments
- 28 - 29.08.17, 11 - 15.09.17**      **Short Internship @ Some Early Birds**  
A helping hand for a number of days

### Awards & Achievements.

- 2023**      **Creative Conscience Award**  
Let Go! Board Game under the Education + Learning category (Highly Commended)
- 2020**      **Art showcased at Gallery 1988's CRAZY4CULT14**  
Two artworks featured: "How to use a Jawbreaker" (Jawbreaker) and "The Bateman Regimen" (American Psycho)
- 2018 (SKA2018)**      **Student Kancil Awards**  
**#1:** Student of the Year 2018  
**#2:** (Silver) Best Outdoor (Single), "Big Big Celebration",  
**#3:** (Silver) Best Physical Aesthetics (Art Direction), "Transfigure Graduation Posters".

### Software Proficiencies.

I'm confident in...



I'm mostly comfortable using **Adobe Photoshop, Illustrator & InDesign** as I have been using these programmes the most.

I have some knowledge of...



As for **Adobe Premiere Pro, After Effects & Dreamweaver**, I know my way around but I have more to learn.