

SARA LAI

ART DIRECTOR AND DESIGNER

Email: saralai.work@gmail.com

Website: <https://saralai.com>

EDUCATION

2010

Bachelor of Arts in Graphic Design,
Central Saint Martins College of Arts and Design.

2007

Foundation Diploma in Fashion Communication,
Central Saint Martins College of Arts and Design.

2006

Gap year, Foundation in Classical Music
Sedaya College

1992-2005

Garden International School, IGCSE's and A-Levels.

SKILLS

Adobe Photoshop, Illustrator, InDesign, basic Premiere Pro,
basic HTML coding.

INTERESTS/HOBBIES

Book design, editorial, typography, fine art, music, digital,
websites, museums, fitness, film/movies, photography,
illustration, cinematography, painting, crafts.

WORK HIGHLIGHTS

- One of five winners of Leica Malaysia photography competition.
- Worked on *Designing 007: Fifty Years of Bond Fashion* exhibition at The Barbican with Bronwyn Cosgrave.
- Backstage photography for Swarovski A/W '11.
- Contacted by David Walliams, comedian and writer to assist with his social media Twitter account.
- One of winners for Best Illustration for Design Museum's *Signage* project.

CONTACT

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References upon request.

A TIMELINE

2020-2021 Freelance

2019-2020 Art Director, GRAB Malaysia

2017-2019

Art Director, GREY Worldwide, Malaysia

Handling and conceptualising a whole 360 campaign from print to digital across client projects, creating art direction/look and feel from design and print to digital, presenting ideas to clients, maintain client brands post-campaign, working with internal production team to create final outcome.

Clients: Coway Malaysia, CIMB Malaysia, Telekom Malaysia, Maybank, OPPO.

2017

Senior Web-Designer, Lion and Lion, Malaysia

Creation of websites and social media, Facebook carousels and canvas for clients, ideation for social posts, pitch designs, UX and UI.

Clients: Avène Singapore, FWD Vietnam, Genting Malaysia.
Social media: Nespresso, Dolce Gusto Hong Kong, Emborg.

Freelance

- Part-time at Colordotcom photo lab; developing film assisting with sales.

- Part-time at PFC (Personal Fitness Coach); designing website and social media content and brand maintenance.

2014-2016

Graphic Designer, InterContinental Kuala Lumpur, Malaysia

Solely handling the brand and its 5 restaurants in the hotel, conceptualising design and artwork collaterals for local yearly festivities and promotions, events, managing the look of the 5 restaurants, photography for events, working with printers and suppliers from design to final outcome.

2011-2012

Intern, Tank Magazine, London

Assisting with layouts and websites with senior designers across magazine and brands - O:Woman, G-Star Raw, 1895 Swarovski Corporate.

Designer and Assistant, Bronwyn Cosgrave

Designing press releases, assisting with photography for fashion events and backstage fashion shows, created website for Bronwyn, design for her clients including David Morris, Antje Geczy, The Dorchester, The Connaught, and website for Mirabel Edgedale.

Freelance Designer, HDMG, London

Design proposals for pitches, ideation for new projects.

Clients: Karcher's, Harvery's the Furniture Store.

Work experience, Tamassy, London

Learning basic front-end developing, Wordpress and website design.

2010

Work experience, Dreibholz, London.

Creating and typesetting 'Their Past, Your Future' for the Imperial War Museum.

Work experience, Vogue UK, London.

Working with the art director and picture editor for content in the magazine.