

# JEFFREY SENG

CREATIVE DESIGNER / MULTIMEDIA SPECIALIST

## Dear Hiring Team & Interview Panel,

Thank you for the opportunity to present my professional background and creative credentials for your review. As a seasoned Senior Multimedia Specialist with over a decade of industry execution, my career is built at the intersection of powerful visual direction, structural multimedia layout, and high-fidelity sonic storytelling.

Throughout my journey—leading campaigns at Jeff Multimedia and engineering workflows across premier creative studios—I have specialized in modernizing abstract business targets into interactive multi-sensory brand campaigns. Whether managing full-scale live video cinematography pipelines, producing complex motion graphics frameworks, or mixing multi-track architectural soundscapes, I ensure technical production accuracy meets bleeding-edge design layouts.

This dossier is carefully compiled directly from my central portfolio, framing my hands-on proficiency across graphic systems, brand identity, post-production editing, and digital technology structures. I am eager to leverage this cross-functional expertise to elevate your creative output and lead high-performing digital initiatives.

Warm regards,

Jeffrey Seng

Creative Senior Designer

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Portfolio: [jeff-multimedia.com](http://jeff-multimedia.com)



# JEFFREY SENG

CREATIVE DESIGNER / MULTIMEDIA SPECIALIST

## CONNECT MATRIX

Whatsapps: +60172848916  
Email: jeffsyh.work@gmail.com

Website: [jeff-multimedia.com](http://jeff-multimedia.com)  
Location: Puchong, Selangor

## VIDEO PRODUCTION & ANIMATION

### CORE FRAMEWORKS

- Video Production  
Video editing, shoot, VFX, compositing, tracking, color

### INDUSTRY SUITES

- Adobe Premiere Pro  
Video Editing, colour grading
- Adobe After Effects  
Animation, compositing, visual effects
- DaVinci Resolve & Fusion  
Editing, color grading, tracking & VFX

### OPEN SOURCE & ENGINES

- Blender  
3d / 2d animation, compositing
- Natron & Kdenlive  
VFX compositing, open-source editing

## ARTIFICIAL INTELLIGENCE

### INDUSTRY ENTERPRISE AI

- Gemini & ChatGPT  
Generative reasoning & workflow acceleration
- Grok  
Real-time data modeling & content generation
- Suno  
Generative soundscapes & acoustic textures

### OPEN SOURCE AI

- ComfyUI & Ollama  
Node-based visual gen, local LLM orchestration
- Ace-Step  
Diffusion pipeline tuning & generative workflows

## GRAPHIC DESIGN

- Adobe Suite  
Illustrator (Vector), Photoshop, Lightroom (Raw)
- Open Source  
Inkscape, GIMP, Darktable processing

## DIGITAL MARKETING & WEB

- SEO & Web Data  
Google Analytics/Ads, Rankmath, Matomo tracker
- Web Dev & Architecture  
Wordpress, Elementor, HTML/CSS/Java scripting
- UI Design Engines  
Figma, PenPot, Lunacy design suites, VS Code

## EXECUTIVE PROFILE

Visionary Creative Director and Senior Multimedia Specialist with over 10 years of extensive experience delivering cutting-edge digital experiences and audio-visual storytelling. Expert in cross-functional pipeline development bridging corporate branding, full-scale video production, immersive motion design, and high-fidelity sound synthesis. Proven track record collaborating with premier boutique agencies and multinational brands to architect impactful multimedia campaigns that captivate worldwide markets.

## MILESTONES & CAREER TIMELINE

Creative Designer / Senior Multimedia Specialist 2016 – Present  
[Jeff Multimedia – Selangor, Malaysia](#)

- Lead creative strategy and multi-disciplinary teams to execute global design, corporate marketing, and broadcast commercial campaigns for top-tier enterprise clients.
- Oversee end-to-end multimedia delivery framework across graphic design, full-scale video shoots, intricate post-production workflows, and interactive web elements.
- Collaborated closely with small boutique startups and prominent large agency networks to translate abstract marketing requirements into high-performing digital content assets.
- Standardized unified brand assets across digital and web landscapes, substantially amplifying user retention and conversion metrics for diverse industry segments.

Multimedia & Sound Designer 2013 – 2016

[Creative Media Agencies & Production Houses – Malaysia](#)

- Engineered fully integrated audio-visual systems, blending technical sound design blueprints natively with high-fidelity motion graphics.
- Directed and recorded professional voiceovers, structured acoustic sound effects libraries (Foley), and mixed multi-track cinematic compositions for marketing campaigns.
- Produced high-quality commercial assets spanning graphic layout frameworks, digital display advertising, and promotional presentation architectures.

## ACADEMIC CREDENTIALS

Sound and Music Design Technology Graduated  
[Limkokwing University of Creative Technology – Cyberjaya, Malaysia](#)

- Core Focus: Acoustic Engineering, Sound Architecture Synthesis, Digital Audio Workstations, Visual Integration Systems, Multi-track Studio Production Engineering, Audio-Visual Continuity Engineering.

# Profolio

Visit my webpage at:

[jeff-multimedia.com](http://jeff-multimedia.com)

## Education

2010-2013

Lim Kok Wing University of Creative Technology

Diploma in sound and music technology 2018-2021( Malaysia)

## Awards

2013

Industry awards best in sound design by Astro Malaysia

## Experiences

2021- 2026

Saliran Group Bhd

Position: Digital Marketing Department Team Lead

Responsible handling all saliran digital marketing material including.

-Advertisement video, newsletter, social media, ui ux design web, digital marketing seo, graphic design, event management

2018-2021 (Malaysia)

Northart Design

Position- Production Creative Manager

2017-2018 (Singapore)

Abundant Productions

Position- Video Editor, VFX artist, Motion grapher, Sound Design, Audio Mixing

2016- 2017 (Singapore)

Visioninc Pte Ltd

Position- Video editor,2D/3D Animator, VFX artist  
Sound Design, Audio Mixing

2013-2015 (Malaysia)

Alfred Group of Companies Sdn Bhd

Position- Advertising Executive

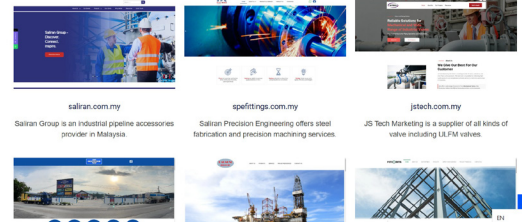
2010-2013 ( Malaysia)

Part-time performer during my studies

Freelancer(Sound design and recording jobs)

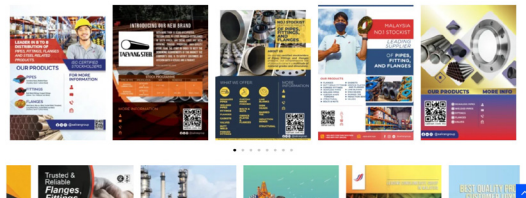


## Website Design



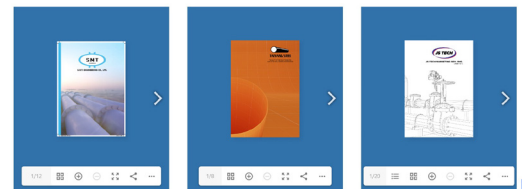
## Email Marketing

Monthly newsletter for existing clients and potential clients.

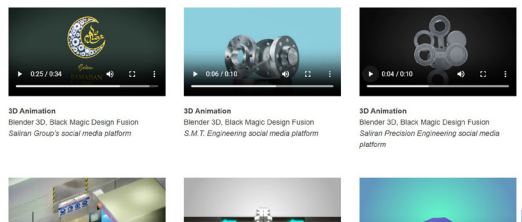


## Catalogs

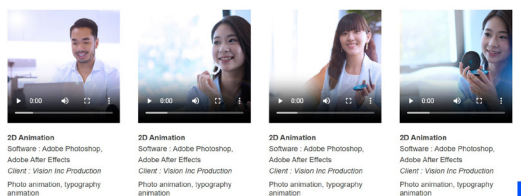
Catalogs for website, customer inquiries, and printing



## 3D Animation



## Social Media



## Certificates



DRIVING INNOVATION • ENABLING TRANSFORMATION

# Industry Award *for* Excellence

*is presented for*

*Best in Sound Design*

*to*

*Jeffrey Seng Yih Hong*

*for outstanding performance and for displaying a high level of creativity  
accompanied by the discipline to implement ideas in innovative ways.*

*This award is presented by Astro*



*President  
20 July 2013*

LIMKOKWING  
UNIVERSITY  
OF CREATIVE TECHNOLOGY  
WORLDWIDE



DRIVING INNOVATION • ENABLING TRANSFORMATION

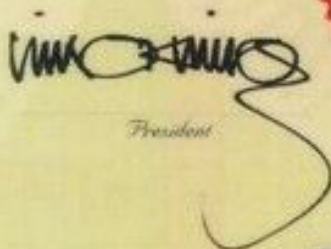
*It is hereby certified that*

**Jeffrey Seng Yih Hong**

*is awarded*

*Diploma in  
Sound & Music Technology*

*for having satisfactorily completed the prescribed curriculum and  
examinations and upon the recommendation of the Senate has,  
on this day, been conferred this award.*

  
*President*



  
*Vice-Chancellor*

20 July 2013

*Date*

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OF CREATIVE TECHNOLOGY  
WORLDWIDE