



FAUZI YUSOFF

DIRECTOR & DESIGN CONSULTANT.

Fauzi Yusoff is a director & design consultant based in Kuala Lumpur, Malaysia. He's specializing in creative direction & design consultancy to help clients in visualizing ideas and transforming the strategies into design aesthetics for the user experience.

Over the past 10 years, he's been working as a creative director at EFOZY and 3 years lecturing in Universities. A part of that, in 2013, he initiated VGA Fest; a festival focused on visual graphics arts communities.

The collaborative team at EFOZY has built up an exclusive portfolio of works with various clients. With more than 10 years experience in local and International creative industries, Fauzi Yusoff actively working as a design consultant in multiple platforms of clients based to generate a creative convergent innovation creation for a future trend.

Working closely with clients in constructing strategies giving him advantages to develop generative ideas. From the advertising campaigns to various executions such as UI/UX and media contents development, what's most important to him is **the user's experience**. His main focus now is to study future target market research in the creative economy.

Today, his work continues to explore the possibilities of visual graphics invention into seeking innovative forms for user experiences. He's looking forward to expanding his network and learns new experience and knowledge into new benchmarks with potential clients.

<http://fauziyusoff.com>

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RECOGNITION

- Adobe Influencer, Kuala Lumpur MY
- Most Creative Award for World Islamic Economic Forum (WIEF) Young Leader 2015, Cordoba @ Spain.
- Ubies Asian Creative 2014. Tokyo @ Japan
- Creative Cities 2014, Kaohsiung @ Taiwan.
- Antalis 102030 Malaysia Established Artist 2013, Kuala Lumpur MY.

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EDUCATION:**01. MULTIMEDIA UNIVERSITY**

Bachelor Degree in DIGITAL MEDIA

Faculty of Creative Multimedia (2005 – 2008)

02. MARA PROFESSIONAL COLLEGE

Higher National Diploma (HND) in BUSINESS IT

Faculty of Business Information Technology (2001 – 2004)

SKILLS & EXPERTISE:

Creative Direction, Producer, Project Manager,

Festival & Exhibition content curation,

Advertising campaigns, UX Discovery,

New Media & Traditional media contents development,

Strategy & Development, Motion graphics,

Video Production & Post Production.

PORTFOLIO LINKS:

<http://fauziyusoff.com>

<http://vimeo.com/efozy>

<http://vimeo.com/fauziyusoff>

<http://vimeo.com/VGAfest>

CONTACT:

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+60-019 979 6749

WORKING EXPERIENCE: STRATEGIC PLANNING & INNOVATIVE EXECUTION FOR VARIOUS CLIENTS IN MULTIPLE PROJECTS

2020

04.01.20 Content consultant for Azan Docuseries by Gambo.TV @ Astro Prima.
02.01.20 Creative Social Media Design Masterclass Training launching @ Excel Academy, Kuala Lumpur.

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2019

27.12.19 Tapau Awards 2019 @ The Bee, Publika, Kuala Lumpur.
23.12.19 Plus81 Academy Launching, Kuala Lumpur.
12.11.19 Motion graphics development for Astro Azan Oasis 2019.
05.11.19 UI/UX Development for World Hub (Malaysia).
02.11.19 Live Visuals for MaRLo Altitude @ KL Live, Kuala Lumpur.
26.10.19 Live Visuals for Tapau Fest @ The Gasket Alley, K.L.
31.08.19 Live Visuals for Wild One @ W Hotel First Anniversary 2019.
30.08.19 Live Visuals for Jungle City Beats @ W Hotel First Anniversary 2019.
26.08.19 Motion, design & direction for Yellow Boot Apps, Kuala Lumpur.
10.08.19 Live Visuals for Find Your Harmony @ KL Live 2019.
22.07.19 Live Visuals for Boiler Room @ Good Vibes Festival 2019.
21.07.19 Live Visuals for Electrics Field @ Good Vibes Festival 2019.
28.07.19 Discovery Workshop UI/UX for World Hub (Malaysia), Kuala Lumpur.
26.06.19 Creative direction for Astro Azan Oasis 2019.
29.03.19 Live Visuals for MIXMAG China @ REN, Kuala Lumpur.
04.03.19 Creative & Critical Thinking – Part Time Lecturing @ TAR University College.
28.02.19 Live Visuals for Charlotte De Witte (B.E) in Kuala Lumpur.
09.02.19 HOMEBASE Tour @ Ipoh & Penang.
08.02.19 HOMEBASE Tour @ Kuala Lumpur.
02.01.19 Conceptual Design Exhibition @ TAR University College.

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2018

19.10.18 Conceptual Design & Audio Visual - Part time lecturing @ TAR University College.
29.09.18 Live Visual for JOE CHIA fashion show @ Penang.
28.09.18 Live Visual for TRIKK @ Jiro Kuala Lumpur.
17.09.18 Live Visual for GUY J @ Jiro Kuala Lumpur.
08.09.18 House of VANS Kuala Lumpur live visual department, Kuala Lumpur.
05.09.18 Desktop Publishing - Part Time Lecturing @ KDU University College, Glenmarie.
24.05.18 Constructive Workflow talk @ Sunway University.
21.03.18 Art of Communication talk @ Malaysian Communications and Multimedia Commission, Cyberjaya.
17.03.18 Live Visual for Cinthie (Germany) @ Jiro Kuala Lumpur.
05.03.18 Digital Typography & Image Manipulation - Part time lecturing @ TAR University College.
22.02.18 Nollyz Networking session event @ Kuala Lumpur.

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2017

22.12.17 DESIAP 2017: Design & Social Innovation in Asia Pasific @ Matrade, Kuala Lumpur.
05.11.17 HOMEBASE video launching @ Kuala Lumpur.
01.11.17 REVOEVO Exhibition @ Kuala Lumpur Biennale 2017 @ Balai Seni Negara, Kuala Lumpur.

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2016

18.12.16 Live Visual for Rodaq (UK) @ Love International, Cato, Singapore.
11.12.16 FWD Final Tour 2016, Trec, Kuala Lumpur.
05.12.16 Adobe Community Malaysia gathering @ Multimedia University, Cyberjaya.
02.12.16 Live visuals for Archie Hamilton (UK), Sound Love Affair, Kuala Lumpur.
10.11.16 Northern Music Festival Asia 2016 @ Penang.
07.11.16 Design in Branding forum talk, REKANEGARA @ MAGIC, Cyberjaya.

03.11.16 Verve 2016, UCSI University's Diploma Showcase @ Kuala Lumpur City Gallery, Kuala Lumpur.
01.11.16 WIEF Idealab 2016, Berjaya Times Square Hotel, Kuala Lumpur.
30.10.16 Live Visual for Riva Star (UK), FWD Tour, Kuala Lumpur.
29.10.16 Live Visual for Junior Sanchez (US), FWD Tour, Kuala Lumpur.
28.10.16 Radio Interview NMF Festival @ 1M4U FM, Kuala Lumpur.
23.10.16 Live Visual for Tiger Stripes (Sweeden), FWD Tour, Kuala Lumpur.
22.10.16 Live Visual for Jon Rundell (UK), FWD Tour, Kuala Lumpur.
08.10.16 Northern Music Festival Asia video promo tour, Penang.
01.10.16 Sound Love Affair AV Show @ Jiro, Kuala Lumpur.
30.09.19 Live Visual for Ray Soo, Jiro, Kuala Lumpur.
24.09.16 Live Visual for Midnight Shift x Technologue, Cato, Singapore.
19.06.16 WIEF Young Fellows 2016 Tour @ Singapore.
16.09.16 Sound Love Affair AV Show @ Pisco, Kuala Lumpur.
15.09.16 FYP/ Graphic Design/ Dasein Academy of Art, Kuala Lumpur.
10.09.16 Live visual for Nicole Moudaber (UK), FWD, Kuala Lumpur.
02.09.16 FWD Interlude Fashion Show, Kuala Lumpur.
29.08.16 Northern Music Festival Asia festival branding, Penang.
18.08.16 ele / fiv. Creative Art Showcase 2016, TARUC, Kuala Lumpur.
12.08.16 Audio Visual Show @ Oxen Free, Yogyakarta, Indonesia.
10.08.16 Visual Translate talk @ Ruang MES, Yogyakarta, Indonesia.
04.08.16 Art Stage Jakarta 2016, Grand Sheraton Jakarta, Indonesia.
04.08.16 Unity in Diversity Audio Visual Show, Jakarta Convention Center, Indonesia.
03.08.16 MOCAfest Visual Artist, WIEF, Jakarta Convention Center, Indonesia.
01.08.16 MOCAfest Motion Graphic branding, Jakarta Convention Center, Indonesia.
20.07.16 HomeBase: DJ Lopazz, video production interviews @ Berlin, Germany.
14.07.16 HomeBase: VJ Fader, video production interviews @ Berlin, Germany.
30.07.16 Social Innovation by Design forum talk, REKANEGARA @ Segaris Art Center, Kuala Lumpur.
02.06.16 Working as Part Time Lecturer for Graphic Design (Diploma) & Motion Graphic (Degree) @ TARUC, K.L.
21.05.16 RE-Branding forum talk, REKANEGARA @ Segaris Art Center, Kuala Lumpur
10.05.16 Working as Part Time Lecturer for Digital Audio & Video Production (Diploma) @ Dasein Art Academy, K.L.
12.04.16 Packaging & Product Design Diploma assessment, UCSI University, Kuala Lumpur.
11.04.16 EXE(rt) Graduan Showcase, Tuanku Abdul Rahman University College, Kuala Lumpur.
26.03.16 Industrial Design 'Quo Vadis' forum talk, REKANEGARA @ Segaris Art Center, Kuala Lumpur.
27.02.16 Retail Branding in Urban Culture forum talk, REKANEGARA @ Segaris Art Center, Kuala Lumpur.
29.01.16 Intellectual Property forum talk, REKANEGARA @ Segaris Art Center, Kuala Lumpur.

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2015

18.12.15 Forum talk, Rekanegara @ Segaris Art Center, Kuala Lumpur.
16.09.15 Live visual for Nakadia (Berlin) @ Pisco, Kuala Lumpur.
30.08.15 REVOEVO AV Show @ George Town Festival, Penang.
27.08.15 VGAV exhibition @ AOR Fest, Alor Setar Kedah.
21.08.15 Live Visual for Housemeister, Goethe Institute, Kuala Lumpur.
21.08.15 FWD live visual for WYSIWYG by VPYP @ APW Bangsar, Kuala Lumpur.
11.07.15 Juice Malaysia Interview, Kuala Lumpur.
07.07.15 EFOZY 10 Years Flashback portfolio video launches @ Majlis Rekabentuk Malaysia, Kuala Lumpur.
06.07.15 Visual Flashback talk @ Bold Achimize, Majlis Rekabentuk Malaysia, Kuala Lumpur.
13.06.15 FWD Multiply @ APW Bangsar, Kuala Lumpur.
09.06.15 Visual Translate talk @ INTI International College, Subang.
30.05.15 Live visual for Nakadia (Berlin) @ Pisco, Kuala Lumpur.
29.05.15 VDJ OOF - Cinemix (France) French Art & Film Festival @ Pisco, Kuala Lumpur.
16.05.15 Create FWD AV show @ Bev C, Johor Bahru.
08.05.15 Sound Love Affair AV show @ Pisco, Kuala Lumpur.
19.04.15 Sound Love Affair AV show @ Kilo, Singapore.
17.04.15 Kinetic Gong production shooting @ La Salle College, Singapore.
15.04.15 Interview production with MFT Beats, Heidelberg, Germany.
15.04.15 Interview production with Ameseinbild White Noise, Heidelberg, Germany.
12.04.15 TeleVJ live visual @ Bunte Secs, Heidelberg, Germany.
11.04.15 TeleVJ AV workshop @ Bunte Secs, Heidelberg, Germany.
10.05.15 Studio visit, Hard Wax Record Store, Berlin, Germany.
10.05.15 Interview production with Johny Dar @ Berlin, Germany.
09.04.15 Interview production with VJ Fader @ Berlin, Germany.
08.04.15 AV Meeting, Malaysia – Germany Embassy, Berlin Germany.
08.04.15 Interview production with Ilhami Perker @ Berlin, Germany.
07.04.15 Visit tour: Time Warp Festival, Mannheim, Germany.
05.04.15 Visit tour: Time Warp Pre Launch party @ Zimmer, Manheim, Germany.
04.04.15 Interview production with DJ Lopazz, Manheim, Germany.
03.04.15 Interview production with B-Seite Festival, Mannheim Germany.
02.04.15 Interview production with Gulay Keskin, Mannheim, Germany.
28.03.15 Live Visual @ Output 03 Bunte Secs, Heidelberg, Germany.
25.03.15 WIEF Young Fellows 2015 Tour @ Alhambra de Granada, Spain.
17.03.15 WIEF Young Fellows 2015 Tour @ Cordoba Andalusia, Spain.

08.03.15 Live Visual for Nakadia @ Pisco Bar, Kuala Lumpur.
06.03.15 Live Visual for Chez Damier @ Kilo Lounge, Singapore.
21.02.15 Sound Love Affair @ Singapore.
01.02.15 Visit tour: Graphika Manila Creative Conference, Philippines.
15.01.15 Kuala Lumpur Tourism Masterplan launching @ Sasana Kijang, Bank Negara Malaysia, Kuala Lumpur.
01.01.15 Sound Love Affair 2015 opening party, Kuala Lumpur.

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2014

10.12.14 International Music Summit 2014 @ Singapore.
14.11.14 Live Visual for Joe Chia Fashion Show, Kuala Lumpur.
01.11.14 Ethnicity.Live AV show @ Angkasapuri, RTM Kuala Lumpur.
24.10.14 REVOEVO London Tour @ SEA Arts Fest, London.
10.10.14 REVOEVO AV Show @ Toccata Studio, Petaling Jaya.
01.10.14 REVOEVO radio interview @ BFM Business Station Radio.
20.08.14 VGAV Agenda Lokalism exhibition @ MAGIC, Cyberjaya.
19.08.14 VGAV Group VJ showcase @ Agenda Lokalism GREAT 2014, Cyberjaya.
17.08.14 The Konference @ Agenda Lokalism GREAT 2014, Cyberjaya.
23.08.14 Live visual @ Creatory Art Festival, Singapore.
13.08.14 AOR Fest @ Alor Setar, Kedah.
21.06.14 VGAV talk @ AOR Fest 2014 Alor Setar, Kedah.
15.06.14 Lapsap AV Show @ Hin Bus Depot Art Center, Penang.
10.05.14 VGAV Malaysia Design Now forum @ Balai Seni Negeri Alor Setar, Kedah.
24.05.14 Industrial talk, Think Backward @ Taylor's University, Subang.
06.05.14 Live Visual for Monologue @ Festival Belia Putrajaya, Putrajaya.
26.04.14 Industrial talk, Sembang @ Balai Seni Negeri, Alor Setar, Kedah.
17.04.14 Live Visual for Tropic Lab @ Kilo, Singapore.
17.03.14 Live Visual for Jimmy Choo fashion show @ Penang.
26.03.14 Visual Diary, Industrial talk @ Kuala Lumpur Metropolitan University, Kuala Lumpur.
15.03.14 Sound Love Affair @ Future Music Festival Asia, Kuala Lumpur.
13.03.14 Bold Achimize UITM Diploma Showcase @ Publika, Kuala Lumpur.
18.02.14 Adobe Create Now Launch @ One World Hotel, Kuala Lumpur.
10.02.14 VGAV Made in Malaysia screening @ Federation Square, Melbourne.
08.02.14 Sound Love Affair AV show @ Pisco, Kuala Lumpur.
04.02.14 Adobe MY Motion Graphics workshop @ MAC 3, Cyberjaya.
04.01.14 Featured in Tokyo based, Ubies Asian Creatives book 2014.
03.01.14 Group Exhibition @ Creative Cities, Taiwan.
01.01.14 Made in Malaysia Talk & Screening @ Kaohsiung Design Festival, Taiwan.

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2013

02.11.13 REVOEVO AV show, Kuala Lumpur..
31.10.13 Adobe AEMY talk @ Tunku Abdul Rahman University
14.10.13 Design In Motion talk @ Nanyang Technological University, Singapore.
30.09.13 Tech Talk @ MSC Malaysia, Cyberjaya.
17.08.13 Live Visual for Monologue @ Good Vibes Festival, Sepang.
02.07.13 Adobe AEMY Mixer Techtalk @ KDC Cyberjaya.
10.06.13 Antalis Young Gun 10-20-30 Book Showcase.
06.06.13 Future + Traditions: Visual Communication screening @ Art Row Publika, Kuala Lumpur.
30.05.13 Adobe After Effect Malaysia Talk @ Taylor's University.
17.05.13 Shadowfax screening @ Bicycle Film Festival, New York.
30.04.13 VGAV @ Cut & Paste (NY), Kuala Lumpur Tour.
29.02.13 VGA Fest – Visual Graphic Arts Festival @ Publika, Kuala Lumpur.
16.02.13 Online featured interview @ Globel Yodel (NY).
02.02.13 VJ @ L.M.F (HK) Live in Kuala Lumpur.
23.01.13 Veedo Film Maker @ Media Prima, Kuala Lumpur.

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2012

04.12.12 Visual artist @ MOCA Fest, 8th WIEF Johor Bahru.
29.11.12 VGA Fest Road Tour, Johor Bahru.
26.11.12 Visual for Jonathan Liang SS13 Fashion Show.
11.09.12 The Rojak Trip, Adobe X Canon @ Penang.
14.08.12 Adobe Influencer Programme, Kuala Lumpur.
28.07.12 Shadowfax X Adobe, Kuala Lumpur.
15.07.12 Northern Music Festival 2012, Penang.

20.03.12 Live visual for The Chemical Brothers, Pendulum @ Future Music Festival Asia, Sepang.
12.02.12 WE 2020 group showcase @ Kuala Lumpur.

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2011

20.12.11 Hope Documentary Tour @ Geelong, Australia.
07.11.11 EFOZY's Satu Hari Melbourne @ Pause Fest 2011, Melbourne Australia.
21.09.11 Super Everything Live Cinema AV Show @ Publika, Kuala Lumpur.
10.08.11 Super Everything Talk @ One Academy & Sunway College, Bandar Sunway.
11.08.11 Super Everything Talk @ Media Arts, Multimedia University (MMU) Cyberjaya.
15.07.11 DA+C Festival 2011, George Town Penang.
25.04.11 Super Everything Tour @ Malaysia.
13.04.11 Exploring Space in New Media Talk @ Taylors College, Subang.
16.02.11 Archifest 2011 talk @ UiTM Shah Alam.
29.02.11 New Media talk @ USM Penang.

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2010

17.12.10 VGAV: Audio Experimentives @ MMU Cyberjaya.
23.09.10 Insight Exhibition @ Tokyo Graphics Passport, Japan.
10.10.10 Satu Hari: Melbourne Tour, Australia.
29.10.10 Insight Showcase @ Shizuoka, Japan.
31.07.10 Greenroom Litterall AV Show @ KL Live.
25.07.10 Monologue Live Visual @ Publika Kuala Lumpur.
26.06.10 Monologue Live Visual @ Urbanscapes, KLPAC.
24.06.10 OFFF Paris 2010 catalogue, Paris.
18.06.10 Freedom 360 Live Visual @KL Live.
14.05.10 Live Visual for Benny Bennasi, Pitbull – 12 hours Chivalry, Kuala Lumpur.
12.05.10 Digitization: The Contemporary Digital Art of Malaysia @ National Art Gallery, Kuala Lumpur.
01.05.10 Nova: Digitization Exhibition @ Galeri Petronas KLCC, Kuala Lumpur.
13.03.10 Resistive – Audio Visual DnB @ CNC, Kuala Lumpur.
26.02.10 Satu Hari AV Show @ KLPAC.
30.01.10 Define AV visual mapping @ KL Live, Kuala Lumpur.

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2009

25.11.09 Yahoo Youreka Motion Wall interactive exhibition @ KL Live, Kuala Lumpur.
05.10.09 Group exhibition @ Bangkok Design Week 2009, Thailand.
24.06.09 Visualscapes AV installation @ Urbanscapes KLPAC, Kuala Lumpur.
04.04.09 AV Show @ Kuala Lumpur Design Week, Kuala Lumpur.
31.03.09 British Council Pecha Kucha @ Kuala Lumpur Design Week, Kuala Lumpur.
21.03.09 Malaysian Independent Designer @ Kuala Lumpur Design Week, Kuala Lumpur.
20.02.09 Live Visual @ Impulse, Barsonic, Kuala Lumpur.
17.01.09 Live Visual @ U.O.X Zouk Kuala Lumpur.

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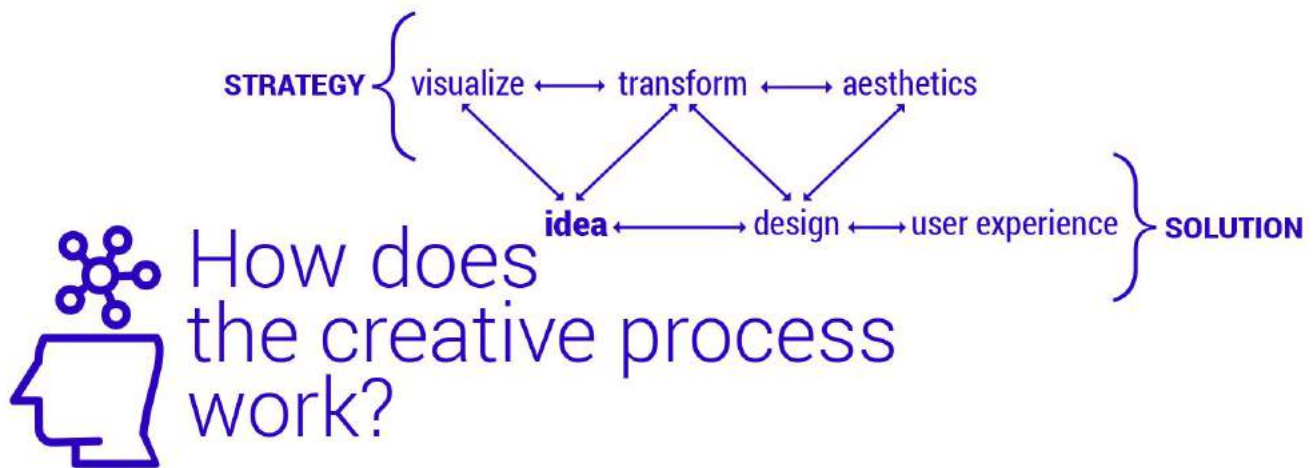
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2008

15.06.08 Motion graphics talk @ Kuala Lumpur Photo Week 2008, Kuala Lumpur.
12.05.08 Semi-finalist @ Adobe Design Achievement 2008 (New York), Kuala Lumpur.
05.04.08 Surface RE-Imagining The City: D-Fuse & OneDotZero, Kuala Lumpur.

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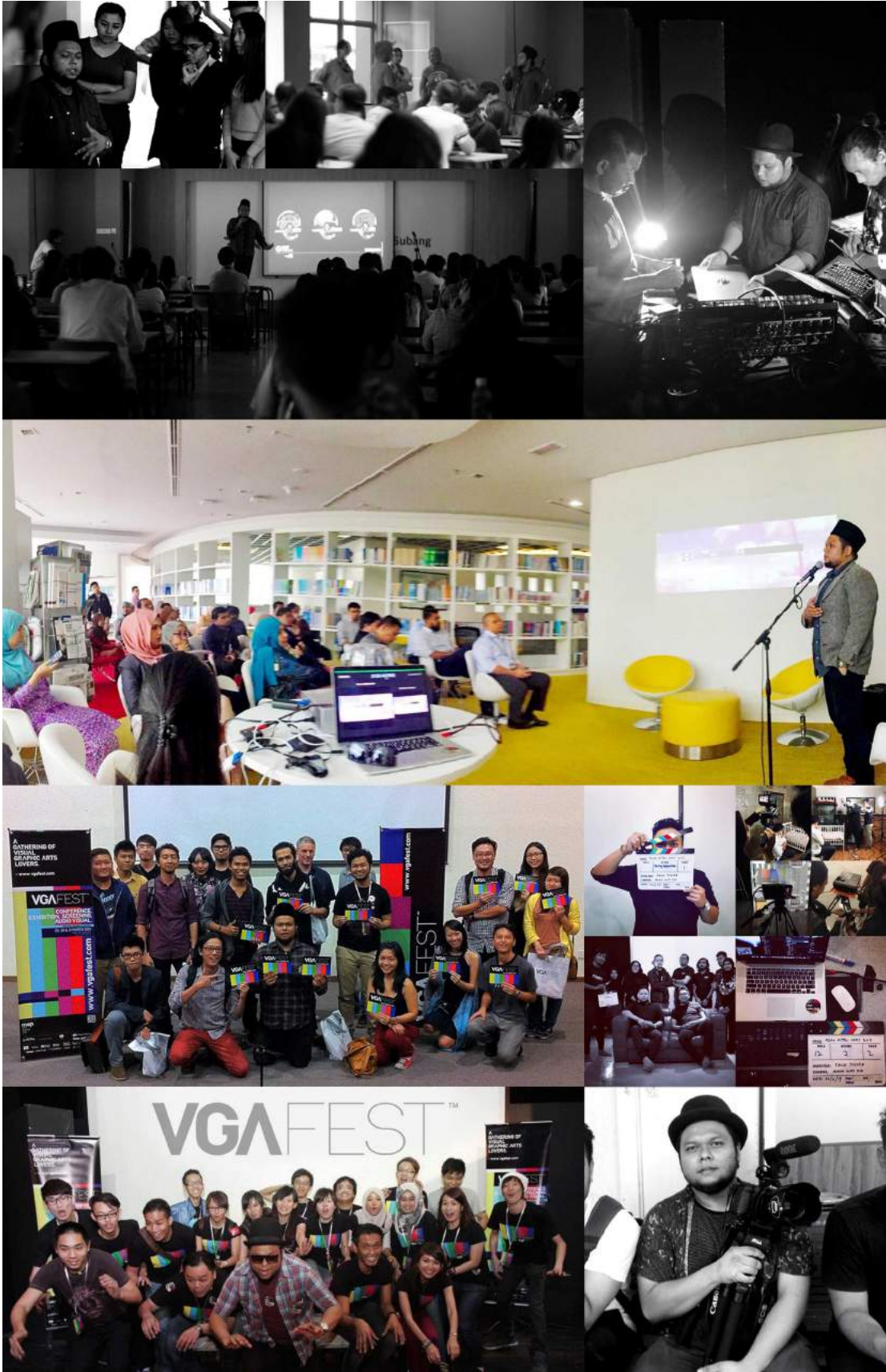
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WORKING ETHICS: RESPONSIBILITY, PASSION & MOTIVATION

- Collaborated regularly with the client's digital marketing team on the creation of digital advertising solutions for the client's mission.
- Managing a team of designers and provided ongoing creative direction for new and existing campaigns across all marketing channels.
- Reviewed, revised, and finalized the strategic planning for the digital ad campaigns.
- Managed and monitor the development of marketing and ad campaigns from concept design to implementation.
- Evaluated analytics and presented results to the clients.
- Conducted research on industry trends, consumer demand preferences, and created consumer's personas.
- Provide client-engaged consultancy through research and studies into execution strategies.
- Result oriented, problem solving, teamwork oriented, motivated in smart & cost effective solution.
- Value learning experience in every aspects of execution.

PERSONA: LEADERSHIP & TEAM DEVELOPMENT

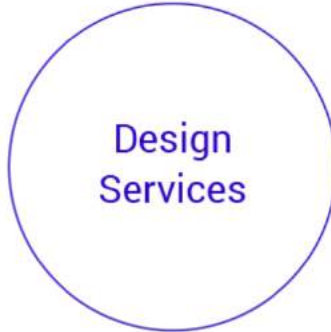


SERVICES:

Specializing in creative direction & design consultancy to helps clients in visualizing ideas and transforms the strategies into design aesthetics for the user experience. Here are the services within Fauzi Yusoff's expertise:



Brand Awareness
Communication
Exposure
...



Visual Graphics
Video Production
UI/UX
...



On Ground Ads
Online Ads
User Interaction
...



Market Research
Business Development
Demographic
...



Conference
Training
Moderator
...



University/ College
Workshop
Review
...

FEATURED WORKS:

TERANG HATI

CLIENT: ASTRO OASIS
 AGENCY: GAMBO.TV
 YEAR: 2019
 JOB DESCRIPTION:
 Concept & Direction,
 Visual Graphic & Content Development



YELLOW BOOT

CLIENT: Yellow Boot
 YEAR: 2019
 JOB DESCRIPTION:
 Storyboard,
 Graphics development,
 Motion graphics.

Do you have a problem
 finding reliable
 construction partners?



#MOVEFWD

CLIENT: FORWARD X MANAGEMENT/ DISQOVR
 YEAR: 2016 - 2019
 JOB DESCRIPTION:
 Branding & Concept, Advertising Campaigns,
 Event management, Music & Fashion,
 Graphics development,
 Motion Graphics, Video Production, Live Visuals.



REKANEGARA

CLIENT: RIFAIE CHUA SETHI (RCS)
 YEAR: 2016 - 2018
 JOB DESCRIPTION:
 Branding & Concept, Advertising Campaigns,
 Event management, Seminar & Talk,
 Graphics development.





Moving forward for the next new adventures.

*"I'm looking forward to expanding networks
and create new benchmarks with potential clients.
Let's create together!" - FY*

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For more portfolio, visit:
<http://fauziyusoff.com>
<http://vimeo.com/fauziyusoff>
<http://vimeo.com/efozy>
<http://vimeo.com/vgafest>

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