Alfin Lian

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Kuala Lumpur, Malaysia

Brand & Visual Designer — Art Direction & Copy

Brand and visual designer with 7+ years of experience in brand identity, art direction, design systems and multi-channel execution for regional and global entertainment, lifestyle and enterprise brands. An art and copy hybrid, trained in both, so comfortable taking a project from strategy and concept through to hands-on design.

7+
years leading creative work across entertainment, lifestyle and enterprise

4.5M+
cumulative views across client campaign, video and social content

30+
storefronts run from one design system

Experience

Founder, Studio 414 (formerly Freelance) 2018 – Present

Independent creative practice delivering brand strategy, design systems, and multi-channel creative direction. Partnering with clients across end-to-end brand launches, as well as embedded execution within existing agency or client systems. Generated 4.5M+ cumulative views across client campaign, video, and social content.

SF Fruits	Architected a unified design system spanning 30+ physical storefronts, Singapore MRT transit advertising, and digital displays, including information architecture and SKU integration for operational consistency across the retail network.
Fresenius Kabi	Designed and managed the layout system for their annual corporate planner, maintaining strict regulatory/brand compliance across systemized asset rollouts for a global healthcare enterprise.
Khazanah Nasional	Led digital campaign adaptation for their Chinese New Year film, translating motion assets into platform-specific visual identities across YouTube, Facebook, LinkedIn, and WhatsApp.
Another Bean	Led brand incubation from concept to market for a new-to-market F&B brand, including identity, storefront design, packaging, and digital/print menus.
TechnipFMC	Designed large-format environmental graphics and schematic infographics for Johor Bahru office and industrial installations.
LUXO Floors	Designed packaging and physical retail sample catalogues across their commercial product line.
Sezairi, "Better Days"	Directed visual identity and title design, including custom typography and music video credit design, for a multi-release campaign.
MFMF × TikTok	Led creative direction across 6+ artists on Speedwriting, managing asset workflows and multi-channel digital delivery.
Additional clients	Design and art direction across entertainment, corporate, and non-profit sectors for Sony Music, Universal Music Group, Ultra Records, Groundhouse Media, Denhouse Productions, Astralwerks, F&N, Empower Malaysia, and TikTok, in roles from lead visual designer to art director to graphic designer, depending on the project.

Creative, Stilla Motion · San Francisco, CA 2017

Video Producer Intern, Gray Area Foundation for the Arts · San Francisco, CA 2015

Video Producer & Retail Manager, Pestle & Mortar Clothing · Kuala Lumpur, Malaysia 2012 – 2014

Education

Bachelor of Fine Arts in Advertising (Copywriting & Art Direction), Academy of Art University, San Francisco, CA 2018

Skills

Creative Direction, Art Direction, Design Leadership, Brand Strategy & Identity, Design Systems, Cross-Functional Team Leadership, Copywriting, Digital & Packaging Design

Tools Figma, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects)

Awards

Academy of Art University Annual Spring Show · 5 Nominees & 1 Bronze 2015, 2017, 2018

Languages

English & Bahasa Malaysia

Interests Competitive FPS gaming & culinary arts