

CV MUIDLATIF

CREATIVE ANALYST AND PRACTITIONER
MALAYSIAN DIGITAL ARTIST

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INTRODUCTION

I've involved in the new media development and creative arts more than a decade with high profile experiences in coordinating art shows, workshops and exhibitions besides my regular practice as a creative practitioner, working for various clients, stakeholders and agencies.

My vision is to seek and empower myself through designs by understanding the works around me. Their purpose helps me find mine, and through that, I wish to inspire others in this line. There are many challenges ahead because arts still hold the stigma of being easily accessible with no real brain work, expect to be fast and cheap labor. But people fail to comprehend the pain we go through to produce beauty including analysing risks to minimise errors. It's amazing how with certain talent you can make complicated things turn into simple beauty. In short, we are the problem solvers of today's life, by being an outlet for creative expression. I am proud to be a part of this.

EDUCATION

Bachelor of Fine Arts (Sculpture), University Technology MARA (UiTM), Shah Alam, Selangor, Malaysia.

CERTIFICATION

National Occupational Skills Standards (NOSS) issued by Department of Skills Development, Ministry of Human Resources Malaysia, 2012 and 2013.

Introduction to Central Banking, Issued by Bank Negara Malaysia, 2012.

HONORS AND ACHIEVEMENTS

- 2015 Listed Expert Instructor for Directory of National Industry Experts (DPIN) *by Department of Skills Development, Ministry of Human Resources Malaysia*
- 2014 Outstanding Innovation Award *Issued by Bank Negara Malaysia Museum, Art Gallery and Knowledge Management Centre*
- 2013 Panel of Expert (Graphic Design and 3D Animation) *Issued by Ministry of Human Resources Malaysia*
- 2012 Innovation Award *Issued by Bank Negara Malaysia Museum and Art Gallery*
- 2012 Portfolio Reviews: International Appreciation Award *Issued by Behance LLC*
- 2010 1st Digital Artist to perform live with Malaysian Philharmonic Orchestra, *Organised by Galeri Petronas and Dewan Filharmonik Petronas (DFP)*
- 2007 Commendation for Outstanding Staff *Issued by Multimedia Development Corporation (MDeC) and Ministry of Science, Technology and Innovation (MOSTI)*
- 2002 Finalist, MSC-APICTA Awards for Best of Student Project (Digital Malaya Project), *Issued by MSC Malaysia-APICTA Committee*
- 1998 Malaysia Book of Records: Longest Banner Group Drawing in conjunction of SUKOM '98 *Organized by Galeri Shah Alam & UiTM*

SKILL SETS

Management

Design Strategy, Project Management, Product Development, Retail Management, Exhibition & Curatorial, Sourcing and Procurement, Events, Public Relations, Social Media Management, Corporate Gifts Services, Administration & Archiving, Audit, Legal Compliance, Risk Assessment, Policy Development, Intellectual Property and Copyright Consultation, Creative Commons Licensing, Coaching, Talent Management, Creative Entrepreneurship.

Content Creation

Graphic Design, Illustration, Digital Illustration, Painting, Mural, Identity and Brand Building, Typography, Publishing, Language Translation, Copywriting, Web and Flash Development, User Interface Design for Mobile App and Projection Mapping, Video Editing, 2D & 3D Animation & Photography.

APPLICATIONS

Level (Beginner to Expert)	1	2	3	4	5
Creative Applications:					
Adobe Photoshop CC	●	●	●	●	●
Adobe Illustrator CC	●	●	●	●	
Adobe InDesign CC	●	●	●		
Adobe Flash CC	●	●	●		
Adobe Dreamweaver CC	●	●	●	●	●
iWorks > Keynote	●	●	●	●	●
Programming:					
HTML4/CSS	●	●	●	●	●
JavaScript/DHTML	●	●	●	●	
ActionScript 2	●	●	●		
Technical:					
Microsoft Office / Visio	●	●	●	●	
Web Hosting/DNS	●	●	●	●	●
FTP/Email/MySQL	●	●	●	●	
LAN Setup	●	●	●		
Presentations (VGA/HDMI)	●	●	●		
Operating System:					
Microsoft Windows XP+	●	●	●	●	●
Macintosh OSX 10+	●	●	●	●	●

EMPLOYED BY COMPANIES AND AMBASSADORSHIP

WebguruAsia, Pointflex Sdn. Bhd., Netinfimum Sdn. Bhd., Earth9 (Singapore), XM Expanded Media, Central Bank of Malaysia (Bank Negara Malaysia), Creative Commons (USA-Malaysia), Behance LLC (USA-Malaysia).

QUICK FACTS

- Produced minimum of 4 personal artworks every quarter of each year and published on Behance and Instagram
- Produced more than 200 designs and delivered more than 20 products in 2014
- Gave talks and workshops to more than 300 people per year
- Left-handed

PROFESSIONAL BACKGROUND / WORKING EXPERIENCE

Special Position 1 : Project Lead, Creative Commons Malaysia
: To empower people about copyright awareness and sharing culture, encourage CC license adaptation to content creators, translation of CC licenses in Bahasa Malaysia.
: 14 March 2011 until present

Special Position 2 : Behance Ambassador Malaysia for Behance LLC, New York, USA
: To promote and encourage creative professionals to strengthen portfolio management by using Behance to showcase portfolio online, organize meetups, exhibitions and portfolio reviews.
: August 2010 until 2014

Company : Central Bank of Malaysia
Position : Creative Supervisor
Duration : August 2010 until present (*inquiry upon request only*)

Company : Multimedia Development Corporation (MDeC)
Position : Brand Consultant / New Media Specialist
Job Description : Research & Development of the Creative Multimedia Industry, Project Management, Consultation, Art & Creative Direction, Multimedia development and other projects under Creative Multimedia Development (CMD), Saladin, The Animated Series
Duration : March 2006 – July 2008

Company : XM Expanded Media Sdn. Bhd.
Position : Senior Web Designer
Job Description : Provide creative designs, mocks for pitches, interactive & website maintenance for clients; Maxis & Hotlink web campaigns, Toyota: Tribe updates, E-cards & Illustrations for PETROSAINS and other various projects.
Projects : Hotlink Portal maintenance & new campaigns, Flash banners, Toyota Tribe Newsletter, Illustrations & e-Cards for Petrosains Learning Centre
Duration : March 2005 – March 2006 (Hired as Senior Web Designer)
: July – November 2002 (Hired as Junior Web Designer)

Company : Netinfium Sdn. Bhd.
Position : Head of Creative, New Media Specialist
Job Description : Creative & Project Management, Consultation, Art Direction, Graphic Design for interactive development and multimedia development.
Projects : MOFAZ, Alla Fonte (Mineral), Fairuz Fauzy (Version 2) Website Revamp, Petronas MyMesra Online Campaign (with SKALI), Maxis Developer Program, CIMB Portal pitch, HP Malaysia website maintenance & updates, Akademi Sains Malaysia, Petronas Philharmonic Orchestra Website.
Duration : April 2004 – December 2004

Company : Webguru Asia Sdn. Bhd.
Position : Web Designer
Job Description : Maintaining web projects, flash banners, HTML optimization and slicing, coding and Search Engine Optimization (SEO).
Duration : April 2002 – July 2002

** list of companies for freelance and contract available upon request*

MEDIA APPEARANCES

- 'Socially applicable' by Siti Syameen Md Khalili, Tech, News Straits Times, 22 December 2014
- Drawing attention to artists' rights by June Moh, That's Life, Focus Week Magazine, 11 Dec 2014
- 'Tech in art' by Siti Syameen Md Khalili, Life & Times, News Straits Times, 4 Nov 2013
- 'Apakah Itu Creative Commons?' by Aman Firdaus, www.amanz.my, 24 March 2013
- 'By all means, create!' Life & Times, Page 8–9, News Straits Times, 12 Nov 2012
- 'Duta Muda Seni Digital', Diari Panca, Mingguan Malaysia, 9 Sep 2012
- 'Drawing in the music' KLCC Festival 2010, By Amy De Kanter, Entertainment Section, TheStar, October 24, 2010
- 'Artist Profile: Muid Latif', JUICE Magazine, September 2009
- 'Creative Movement Steps Up', by Steven Patrick, Page IT11, h-TECH, 31st March 2009
- 'Young Tiger Showcase: ', Page 18, Issue 287, The Circle, Malaysian Today newspaper, 12–18 March 2009
- 'Creative Economy', Focus Economy, ASTRO Awani, Channel 501, 16th March 2009 (<http://vimeo.com/3760232>)
- 'A Comical Site', Page 16 (PULSE), by Lim Ai Leen, KLue October 2008
- Featured work in 'Getting a Mooove On: SPACE', SPACE Mag, Issue 2008 #1, KLue March 'Get Mooving' 2007
- 'Moved By The Arts', M2–M3, Saturday Metro, TheStar, 27 Oct 2007
- 'Art Is Jim, But Not As We Know', By Jo Timboun & Steven Patrick, Page 13–15, In-Tech, TheStar, 5th June, 2007
- 'MekarMara PDF magazine, Reviewed in Computer Arts UK, Issue #132.

** The rest of list upon request*

SELECTED EXHIBITIONS AND SHOWCASES

- CREATIVE@ITIES, Pier-2 Art Center, Kaohsiung City, Taiwan, 13 Dec 2013 – 12 Jan 2014
- Young Malaysian Artists II, Galeri Petronas, Suria KLCC, Kuala Lumpur, 9 Oct to 30 Nov 2013
- Beautiful Junk Exhibition, In Studio @ Straits, Armenian, Penang, 23-24 June 2012
- Behance Portfolio Review Week, White Box @ PUBLIKA, Solaris Dutamas, KL, 14 May 2012
- Behance Malaysia 2st Group Exhibition (Akar & Kukubesi Vol.II), Shah Alam, Selangor, 8-26 Feb 2012
- INSIGHT Asia Creative Culture Exhibition, Red Gallery, East London, London, U.K, 22-24 Sept 2011
- Behance Malaysia 1st Group Exhibition (in conjunction of KLDW), PUBLIKA Solaris Dutamas, KL, 16-26 Sept 2011
- AKAR & KUKUBESI Group Exhibition, Galeri Shah Alam, Selangor, 21-25 May 2011
- IN-SIGHT, Contemporary Malaysian Designers Exhibition, Centre of Creative (CCC), Shizuoka, Japan, Nov 2010
- Live Digital Art Performance with Malaysian Philharmonic Orchestra, DFP KLCC, Kuala Lumpur, 16-17 October 2010
- Digitization, In Conjunction of KL Design Week 2010 (NOVA), Galeri Petronas, Suria KLCC, 1 May – 1 June, 2010
- Digitization: Digital Art Exhibition, Siam Paragon, Bangkok, Thailand, 8th Oct – 11 Oct 2009.
- Young Tiger Showcase, Kuala Lumpur Design Week 2009, CapSquare Mall, KL, 27-4th April 2009
- UOX Play (Celcom), Sg. Wang Rooftop, Kuala Lumpur, 13 Dec 2008
- Miss Hua Journey to Nanyang Exhibition, Han Chiang College, Penang, 19-20 Sept 2008
- KLue Urbanscapes Exhibition, KLPac Kuala Lumpur, 28 June 2008
- Get Moovable Moving Art Exhibition, Palate Palette Kuala Lumpur, 2nd March 2008
- Let Arts Move You (LAMU), KTM Berhad / MMU, KLSentral, Kuala Lumpur, 27 Oct – 4th Nov 2007
- Afroneusantara' exhibition, at Starbucks (in conjunction of DIGI-Starbucks Music Series), Sept 2006
- 'Kingdom of Rebel', DMP Video Screening, Pelita Hati, Gallery, Bangsar, Kuala Lumpur, 30 April 2006
- Massive OFFLINE Exhibition, Jakarta, Indonesia, August 2006
- Bajutariorganik', TheClickProject Wondermilk 'Poster Show', Uptown, Selangor, 20th June 2006
- 'Smart Generation' Showcase, Taman Tasik Titiwangsa, Kuala Lumpur, Malaysia, 5 March 2006.
- EX2: Digital Art Exhibition, Galleriizu, KL, 7 Feb 2006
- aRtY ParTy Video Showcase, Galleriizu, KL, 31 Dec 2005
- '7', An Exhibition, Galleriizu, KL, 7 Dec 2005
- Open House, Gema Rimba Gallery, 27 Nov 2005
- Live Illustration, Bigbrosworkshop Booth, iDN DesignEdge, SUNTEC, Singapore, 10-11 Nov 2005
- NotThatBalai, Taman Seputeh, KL, 17-22 August 2005
- Beautiful Junk Exhibition, Penang, 11 June 2005
- NotThatBalai 2004, Taman Seputeh, KL, 21-25 July 2004
- Undiscovered Territory, Berjaya Time Square, KL, 17-18 April 2004, Jakarta, Indonesia, 28-30 May 2004
- 'SAYA' Festival, Damansara Perdana, 27 March 2004
- KLue / Urbanscape 2004, Art Exhibition, KLSentral, 31 January 2004
- Digital Malaya Project Showcase, Sri Pentas, TV3, 3 March 2002
- Remix Exhibition, Final Degree Showcase, Faculty of Art & Design, UiTM, 2001

TALKS AND WORKSHOPS

- 'Rocking with The Cool Kids' talk organized by CUTOOUT Magazine, Kinokuniya KLCC, Kuala Lumpur, 24 January 2015
- Cultural Influence in Marketplace Talk, Makmal Forum, The Star Pitt St, Georgetown Penang, 23 August 2014
- Digital Art Demonstration & Talk, MAG Theatre, Museum and Art Gallery, Sasana Kijang, 15 Nov 2013
- Techtalk @ KDC Cyberjaya, organized by Adobe After Effects Malaysia, 2 Oct 2013
- Behance Malaysia Talk in conjunction of VGA Fest, Segaris Art Centre, Publika, Kuala Lumpur, 31 March 2013
- Wacana Minda bersama Muid Latif, University Science of Malaysia, Penang, March 2013
- Infiniti.1001 / Behance Portfolio Review, The One Academy, 15 Dec 2012
- UKEC [i]MPACT Conference, Black Box @ MAP Publika, Kuala Lumpur, 4-5 August 2012,
- Digital Art, Illustration & Photography Dialog, Digital Malaya Project, Galeri Petronas, Suria KLCC, 22 May 2010
- 'Branding Asian Identity In Commercial Work', KRE8TIF! Conference, Royale Chulan Hotel, 9th Dec 2009
- 'What Design Means in times of Economic Crisis & Global Warming', Thinklab, National Art Gallery, 8 August 2009
- Creative Commons, Creative Economy Forum, National Art Gallery, Kuala Lumpur, 12 May 2009
- 'Bicara Lesen Creative Commons: Hak(i) Film Dokumenter, Kg Halaman Foundation, Yogyakarta, 11-13 Dec 2008
- Identity In Design, In conjunction of Miss Hua: Journey To Nanyang, Han Chiang College, Penang, 20th Sept. 2008
- Pecha Kucha, Singapore, in conjunction of ISEA 2008 organized by ASEF Singapore, 24-26th July 2008
- Digital Malaya Collective Talk, PEKOMIK Mini-con, PWTC, Kuala Lumpur, 6th April 2008
- Pecha Kucha, Design Days by British Council Malaysia, AVENUE K, Kuala Lumpur, 26-27 May 2007
- 'Menjana Melalui Interaktif, Minggu ICT Johor, (MISTI), 24 July 2007
- RMK9 'Menjana Kreativiti Melalui Interaktif', Kolej Yayasan Salak Tinggi, Sepang, 1st Dec 2006
- DMP Talk, PolyTech MARA Collage, Ipoh, 21 May 2006

REFERENCE

Lucien de Guise, Director
Bank Negara Malaysia Museum and Art Gallery
Email: lucierendeguisse@yahoo.com

Sarah Rapp, Director of Community & Engagement
Behance LLC, 532 Broadway, New York, NY 10012
Email: sarah@behance.com / rapp@adobe.com

RATES

Expected Salary	: (Upon request)
Talk / Workshop	: RM 300 per hour
Creative Services	: RM 500 per hour (above)
Photography	: RM 700 per session
Mock Design, Logo, etc	: RM 500 per design (above)

*5-10% of my salary or profit will be donated to Malaysian AIDS Council (MAC), Rumah Nursalam, Rumah Nurkasih, MERCY Malaysia and selected NGO's.
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