

An accomplished and versatile designer/developer with over 30 years of experience in various creative disciplines including desktop publishing, advertising, branding and packaging, web development, video/motion graphics production, and e-learning development. From 2012 to 2019, Rais led the creative team at The Big Canvas (Melbourne), specializing in e-learning development - collaborating with stakeholders, subject matter experts (SMEs), and instructional designers (IDs). In April 2019, Rais rejoined Logical Steps as Product and Learning Experience Design Lead and part of his role is to facilitate training for LS's clients in Australia and India.

- **Best traits** include creative/art direction - understanding design frameworks, development and learning methodologies.
- **Highly independent** - seamlessly integrating skills, knowledge, and creativity in both team environments and individual projects.
- **Very adaptable** in leadership, management, and subordinate roles - thriving in diverse professional settings.
- **Passionate, self-motivated** and the ability to effectively collaborate with individuals at all levels.

Clients include renowned brands such as General Motors, Chevrolet, Holden, Lexus, Cisco, Coca Cola, Nokia, Hewlett-Packard, Acer, Changi Airport, Flexicar / Hertz, Swatch, University of Melbourne, Deakin University, Asialink Business, Small Business Development Corporation (WA), Crown, VicSuper, Westpac, Medibank, Volvo, Dept. Of Education (Victoria), Dept. of Transport (Victoria), Standard Chartered, Grab, GXS Bank.

ABILITIES

- | | | | |
|--------------------------|-------------------------|------------------------|--------------------------|
| • Creative/Art Direction | • UI / UX / LX Design | • Online Campaigns | • Storyboard / Animatics |
| • Elearning Development | • Video/Motion Graphics | • Desktop Publishing | • Illustrations |
| • Web Development | • Audio/Sound Edit | • Branding & Packaging | • Infographics |

SKILLS

- | | | |
|---------------|------------------|------------------|
| • Adobe Suite | • Articulate 360 | • HTML 5 |
| • Figma | • LMS | • CSS3 |
| • Sketch | • CMS | • Web Apps/Tools |

EXPERIENCE

2019 - Present	Senior Creative / Design Lead (Product & LX Design), Logical Steps		
2012 - 2019	Design Lead, The Big Canvas (Melbourne)		
2008 - 2012	Art Director, Logical Steps		
2002 - 2008	Freelance/Contract (Singapore) <ul style="list-style-type: none">• Saatchi & Saatchi• TBWA/Tequila• Hyroasia• Ogilvy• Simmons• Logical Steps• BBH Japan• The Bonsey Design Partnership• The Big Canvas (Singapore/Melbourne)		
2000 - 2002	Art Director, Blue Interactive Marketing		
1995 - 1999	Head Of Design, Media Arts		
1994 - 1995	Designer, Lloyd Martin		
1992 - 1994	Designer, Prism / Graphic Masters & Advertising		

REFERRALS

- Mr Vishwanath Parameswaran, CEO, Logical Steps
- Mr Marc Baptista, CEO, The Big Canvas / Former CEO, Media Arts
- Mr Jay Shapiro, Former Chairman, Blue Interactive Marketing
- Mr Graham Kelly, Former Executive Creative Director Saatchi & Saatchi, BBH Japan, TBWA/Tequila
- Mr Teo Kim Heng, Former CEO, Graphic Masters & Advertising

Appraisal letters available upon request

PERSONAL INFO

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