

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), specialising 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. From Nov 2023 to Dec 2024, Rais worked on contract with TVS SCS GFS as a Developer (Training Content). His responsibilities included project management, instructional and curriculum design, content writing, LMS administration, graphic design and animation, audio/video editing, and storyline development.

- **Best traits** include creative/art direction - understanding design frameworks, production & 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, TVS SCS GFS.

ABILITIES

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

SKILLS

- Adobe Suite
- Figma
- Articulate 360
- LMS
- CMS
- Full Stack Dev
- Web Apps/Tools
- Microsoft Teams & Tools
- CargoWise
- AI Tools

EXPERIENCE

- 2025 - Present **Freelance: Designory, Omnicom Production, Logical Steps, Isuka Consulting (Brand)**
- 2023 - 2024 Developer (Training Content), TVS SCS GFS (Contract ends Dec 31 2024)
- 2022 - 2023 Consultant / Senior Creative, The Big Canvas (Melbourne - Remote) / Logical Steps
- 2019 - 2022 Senior Creative / Design Lead (Product & LX Design), Logical Steps
- 2012 - 2019 Design Lead, The Big Canvas (Melbourne)
- 2008 - 2010 Art Director, Logical Steps
- 2003 - 2007 Freelance/Contract (Singapore)
 - 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

Appraisals available upon request

PERSONAL INFO

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 Articulate profile - <https://community.articulate.com/users/RaisOmar1>