

Art and Design	014-
Art Direction	940
Creative Direction	0256
Design & Illustration	

jeslynnooishiyun@gmail.com



Hi, I'm Jeslyn. I'm an artist and a creative. I paint stories and emotions through drawings, pictures, dance and music. I help brands craft messages and narrate their brand stories through insights, positioning and fresh ideas to be conveyed to their target audience. To me, being in every target audience's shoe is crucial to provide an insightful solution to a brand. Just like a pair of good shoes, it's crucial to make the target audience comfortable, to feel and understand them.

I love to churn out new ideas, solutions and I believe that creativity has the power to contribute back to our society.

Skills

Design
Drawing
Craft
Illustrations
Watercolour
Oil Painting
Advertising
Art direction

Hobbies

Singing, Playing music instruments, Dance, Ballet, Photography, Drawing, Painting.

Education

The One Academy
Advertising & Graphic Design
(Full Scholarship)

University of Hertfordshire
BA (Hons) Degree in Communication Design

Trainings

Graduate Fellowship Programme
Ninety Five Percent The Advertising Academy

A programme designed by 4A's to select 11 of the year's brightest and top creative talent to undergo on the job training - training at night.

Fully Sponsored by 4As, Malaysia Advertisers Association & Malaysia Media Specialist

Young Art Entrepreneur Programme (YAE)
by National Art Gallery

The Inside Track by The International
Advertising Association (I AA)

Uncovering Insights, The Weapons of Mass Conversion distilling insights from numbers, ways of watching out for the insights that hide in plain sight all around you.

The Associated Board of The Royal Schools of
Music in Piano

The Royal Academy of Dance in Classical Ballet

Contact

happydumpydesign@gmail.com
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Founded Happy Dumpy, a design brand that produces creative & unique design collections based on the colourful diversity of Malaysian food & culture.

Clients

Grab x Happy Dumpy
A crossover with Grab for their Christmas Limited Edition Merchandise Design Collections.

Grabfood x Happy Dumpy
A crossover with Grabfood, Grabfood x Happy Dumpy Produce merchandises designed & Design goods. Besides Malaysia, I also designed Grabfood merchandises of Grabfood Thailand, Indonesia, Phillipines and Vietnam.

Design goods are chosen by Penang Global Tourism as gifts to be sent to Hongkong, Taiwan, the UK & other countries worldwide as memorable & unique gifts from Malaysia.

Clients

Happy Dumpy Design Goods & Collections
Zeno Public Relations Malaysia, Grab, Grabfood
Ecoworld, Accenture,
The Kasturi Beach Resort,
RPG Commerce Sdn Bhd
Penang Global Tourism etc
& the list goes on.

Also worked on artworks & designs for Audi, Jeep, Nestle etc.

Handarty Korea International Art Exhibition
Creative works were chosen to be exhibited at Handarty Korea International Art Exhibition promoting the beautiful culture of Malaysia. Happy Dumpy Bag design was selected for a Fashion Runway in Gangnam.

Was approached by Seoul Design Store Sangsangmadang to bring in my Malaysian design goods that promotes Malaysian culture- Unique handcrafted gifts from Malaysia.

Achievements

Creative Artworks being featured on

The Edge Malaysia
The Sun Newspaper
Smile Lifestyle inflight magazine of Cebu Pacific Air
KL Foodie
Malaysian Travel Food Magazine
Nanyang Siang Pau
Georgetown Festival
Yayasan Sime Darby Arts Festival

Malaysia-Japan International Art Exchange Competition
Cemerlang

Oil Away
Kancil Awards-Gold
Best Idea for Social Good
Gold

Their Survival Depends on What You Drive
Kancil Awards- Bronze
Best Outdoor

Polluted Seafood
Japan International Innovative Design Award

Best Photography Minggu Budaya organized by Balai Seni Negara
Tempat Kedua

Replaceable Car Parts, Irreplaceable Body Parts
Kancil Awards- Silver
Best Print and Poster

Polluted Seafood Fishing Game
Kancil Awards-Silver
Best Idea for Social Good

Lights Out
Kancil Awards-Gold
Best Outdoor
Best Promo & Activation
Kancil Awards- Merit

Italy International Illustration Competition
2nd Runner Up

