



PROFILE

LIM SHENG FEIYAN

STATUS Single
BIRTH DATE 27th June 1990
NATIONALITY Malaysian

EDUCATION

The One Academy of Communication Design, Malaysia
Diploma in Advertising & Graphic Design, 2011

Maine Media Workshops, USA
Certificate of Completion in Six-Week Photography Program, 2012

Kingdomcity, Malaysia
Leadership Acumen, 2021

General Assembly Malaysia
Certificate of Completion in Digital Marketing, 2021

Balai Seni Negara, Malaysia
Certificate of Completion in Young Art Entrepreneurs Programme, 2022

WORK EXPERIENCE

CANVAS ART CREATIVE SDN BHD

Managing Director, 2022 - Present

- Leading Canvas Art's legacy. We believe that all photographs have stories to tell. CANVAS ART has been in the service of restoring photographs for more than 20 years - helping customers digitise old, printed photos that have discolouration and damage. We can also reprint pictures onto high-quality canvas, photobooks and coffee table books that allow customers to preserve and showcase their memories for generations.

TRP CREATIVES ENTERPRISE


Founder and Managing Director, 2020 - Present

- Driving Social Change in Malaysia through exhibitions, workshops, online talks and community projects.
- Public speaker concerning national unity and social issues (Dialog Rakyat, KSI Strategic Institute for Asia Pacific, RTM News and more).
- Built an inclusive online platform, #ROJAKSTORIES which centers on promoting unity by lending a voice to the unheard communities in Malaysia. Research: www.therojakprojek.com/rojaknation
- Building trust and a safe space for the Orang Asli, Sabahan and Sarawakian communities to open up and share their #ROJAKSTORIES
- Overseeing the online activities for Malaysian volunteers with an objective to bridge the gap between East & West Malaysians, 95% of the volunteers felt engaged and impacted.
- Successfully signed a long life partnership with Taylor's University which gives an access of 3000 student volunteers that can be hand picked to participate in our programs.

CONTACT ME AT

 fayelims@gmail.com

 www.canvasartmalaysia.com
www.therojakprojek.com

 www.linkedin.com/in/fayelims/

AWARDS RECEIVED

-  Ad Unplugged Winning Idea, 1st place, 2011
-  Student Kancil Awards, Bronze, 2011
-  The One Academy TOASCA Awards, Bronze, 2011
-  Me.reka's Best Creative Awards, 2023
-  Young Art Entrepreneurs by Balai Seni Negara, 1st Place for Best Business Pitching, 2023

LANGUAGE

English, Malay

TRP CREATIVES LLP

Partners, 2016-2019

- Organized eight public party events to increase our brand awareness by 40%.
- Communicated to large audience of 300-1000 (students, media presence and international online platforms) to share our journey.
- Collaborated with strategic key partners (Ecoworld, RIUH and The Star) to showcase our artworks to further promote the message of unity. More than 18,000 visitors came to the Malaysia Day 2018's event and 16,000 visitors during the Merdeka Day 2019.
- Conducted exclusive workshops to teach more than 300 participants how to create our artworks.

THE ROJAK PROJEK

Founder, Community Leader, 2015 - Current

- Conceptualized and brainstormed the branding, message, and art movement of The Rojak Projek.
- Created all together 540 artworks within a year to bring awareness to Malaysia's 54th Day.
- Documented and travelled around Malaysia to capture every area of unity in diversity in Malaysia.
- Featured in more than 40 local media channels like Astro (1.4 million viewers), Astro Awani, Bernama News, STAR Newspaper, New Straight Times, Malaysian Tatler, The 'BIG' Life (50,000 copies distributed), and more.
Link: <https://www.therojakprojek.com/featured>
- Collaborated with international vlogger, Drew Binsky to content create 4 unique videos that reached more than 10 million views to promote Malaysian diversity.
- Conducted engaging cultural and community service programs with more than 500 university students.

ASEAN

Malaysian representative, 2017, 2018

- Selected by the 'Ministry of Communications and Multimedia Malaysia' and granted the honour of representing Malaysia in the 'ASEAN Blogger Phase 1', Bali, Indonesia, 2017.
- Editor for 2nd ASEAN Media Forum, Singapore, 2018.

CANVAS ART SDN. BHD.

Creative Director, Digital Artist, 2011-2016, 2018-2019

- Directed the creative planning for the company's brand campaigns, advertisements, and shaping brand standards.
- Designed historical murals (as long as 200 ft), producing and organizing pictorial exhibitions, design and produce decorative prints for hotels and F&B outlets.
- Digitally painted corporate portraits for men & women of importance which includes Sultan Ibrahim of Johor, Crown Prince of Abu Dhabi, Dato' Sri Akbar Khan, Puan Sri Tiara Jacqueline, and many others.
- Digitally restored more than 200 old photographs to its original glory through Photoshop.
- Designed two publication books ('Tunku, Prince of Peace' in 2013 and 'Sultan Ibrahim of Johor - Road to A Royal Coronation in 2018) that have been distributed in MPH bookstores.
- Built the company's website from scratch that improved the company's brand awareness to 30% within the first year.
- Communicated with VIP clients and managed the gallery's sales for more than 2 years.

ART EXPO MALAYSIA SDN. BHD.

Lead Graphic Designer/Event Organiser, 2011

- Designed the corporate identity, invitation card design for vip and public, cover design of Art Expo Malaysia 2011 catalogue book, newspaper and magazine advertisement design.
- Designed four of Malaysia's Art Gallery Guide magazine (Issue 4-7).
- Assisted more than 60 participants from 23 countries to ensure all paintings such as Picasso, Salvador Dali, Joan Miro and many others were to arrive safely to the event.