



MUHAMMAD IFWAT BIN KHAIRUDIN

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SUMMARY

Dynamic professional with hands-on experience in high-volume guest relations, retail operations, and multimedia production. Experienced in delivering seamless visitor experiences at large-scale international events, providing tailored retail consultations, and producing engaging digital media assets. Highly communicative, adaptable, and customer-focused, dedicated to elevating customer satisfaction and contributing positively to organizational goals.

WORK EXPERIENCE

2023 – 2023	Internship Digital Media Team TVAlhijrah - Published social media posts featuring 'Ramadhan Quotes' posters. - Conducted market research to gather insights into consumer behaviour patterns. - Served as a backup videographer for Qawiy Wuz Here on TV AlHijrah, supporting production teams with filming, assisting on shoots, and contributing to high-quality visual content.	
2023 – 2024	Retail Associate (Part Time) NewBalance - Delivered personalised footwear recommendations tailored to individual customer requirements. - Contributed to team efforts in achieving collective sales targets. - Maintained organised stock levels to ensure efficient daily retail operations.	
2025 – 2026	Internship Graphic Designer Opus Hospitality - Engineered and produced diverse multimedia content, including graphics, motion graphics, and videos, for marketing campaigns, events, and property promotions. - Partnered with marketing and management teams to actualise creative concepts in alignment with overarching brand objectives. - Managed the complete lifecycle of visual content creation using Adobe Creative Suite, prioritising high quality and brand uniformity.	
2026 – 2026	Guest Service Representative (Part Time) MITEC KL - Managed high-volume crowd control and delivered premium services for significant international events. - Addressed and resolved visitor inquiries to ensure a seamless experience during large-scale exhibitions.	KL
2026 – 2026	Perniagaan Nik Adib KL (Contract Ai Graphic Designer) PNAKL - Developed mymaktabah.com, an online catalogue for PNA KL Textile products, using AI to support both front-end and back-end development. - Created AI-assisted images and videos for social media posts across Instagram, TikTok and Facebook.	KL

EDUCATION

2020 – Present	Universiti Kuala Lumpur (MIIT) Bachelor, Multimedia Design 3.16
2020 – 2024	Universiti Kuala Lumpur (MIIT) Diploma, Multimedia Design 3.19

SKILLS

Visual Communication	Graphic Design
Motion Graphics	Video Editing
Typography	Storyboarding
User-Centered Design	Collaboration & Teamwork
Creativity & Innovation	

Portfolio (via QR Code)



Linkedin (via QR Code)

