

CIARRA DE MATA

Senior Creative Design Specialist | Brand & Marketing Design

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PROFESSIONAL SUMMARY

Results-driven Senior Creative & Marketing Designer with 10+ years of experience delivering integrated marketing, brand, digital, and visual communication design for enterprise, technology, telecommunications, and government clients. Experienced in B2B marketing and corporate communications for Optus Australia and Singtel Group, creating campaign collateral, executive presentations, pitch decks, social media, and customer communications. Skilled in creative project management, brand identity, stakeholder engagement, and cross-functional collaboration. Proficient in Adobe Creative Cloud, Canva, Microsoft 365, and Generative AI tools.

WORK EXPERIENCE

Senior Creative Marketing Design Specialist

Infosys Malaysia Sdn. Bhd. (formerly Global Enterprise International Malaysia, a Singtel Group member)

Aug 2017 – Present

- Supported Optus Enterprise and Business Marketing & Communications teams in Australia, delivering integrated print, digital, web, and video marketing collateral for product campaigns and major events, including Optus-sponsored Cisco Live.
- Designed executive presentations and pitch decks for senior management, communicating campaign performance, business insights, and growth opportunities to C-level stakeholders.
- Created digital marketing content and social media assets for Optus, ensuring brand consistency and alignment with integrated marketing campaigns.
- Contributed to a \$14.5M Victoria Police Australia bid by delivering high-quality, on-brand marketing and design collateral under tight deadlines, contributing to the Infosys Best Marketing Function Award (FY25 Q4).
- Developed strategic communications and sales enablement collateral for Optus Mid-Market and Government divisions, supporting B2B marketing and business development initiatives.
- Managed multiple concurrent design projects across enterprise and government stakeholders, consistently meeting deadlines while maintaining high creative and brand standards.

Design Specialist

Pinnacle One Consultancy | Jan 2016 – Dec 2016

- Spearheaded end-to-end design and launch of the Pinnacle One Consultancy website, covering UI/UX, visual branding, content layout, and responsive web design — receiving strong client commendation for improved brand visibility and user experience.
- Delivered 50–100 digital, print, and web marketing assets across 15+ Singapore-based clients spanning technology, corporate, retail, and SME sectors within a single year.
- Developed brand-consistent collateral for multi-sector clients, ensuring alignment with campaign objectives and target audiences across every engagement.

Graphic & Web Designer

Connected Business | Mar 2015 – Sep 2015

- Designed, developed, and deployed 20+ website templates and marketing collateral across 10+ client brands, strengthening brand consistency and supporting digital marketing initiatives within a 6-month tenure.

Marketing Design Executive

2x Philippines (formerly StraightArrow Corporation) | Jan 2014 – Mar 2015

- Conceptualised and produced a diverse range of marketing assets — including graphics, presentation decks, website designs, and email newsletter templates — for Australian stakeholders across multiple campaigns and communication initiatives.

KEY ACHIEVEMENTS

- Infosys Customer Delight Champions Award 2026 — Recognised for contributing ideas and recommendations that prioritised client needs, strengthened outcomes, and supported trusted, long-term partnerships.
- Infosys Best Marketing Function Award FY25 Q4 — recognised for delivering high-quality, on-brand design collateral supporting a \$14.5M government bid for Victoria Police Australia
- Successfully delivered high-profile marketing and communication projects with zero escalations across enterprise and government client engagements.
- Designed executive-level presentations and sales enablement materials for Optus Mid-Market and Government divisions.
- Produced Strategic Technology Forum reports and presentation materials for C-level executives and senior stakeholders.

CORE SKILLS & COMPETENCIES

- Creative Design & Art Direction
- Integrated Marketing & Campaign Design
- Brand Identity & Visual Communication
- B2B & Enterprise Marketing Design
- Digital, Web & Social Media Design
- Corporate & Customer Communications
- Executive Presentation & Pitch Deck Design
- Creative Project Management
- Stakeholder & Cross-Functional Collaboration
- AI-Assisted Design & Creative Workflows

TOOLS & TECHNOLOGY

- Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Premiere Pro, Acrobat Pro
- Microsoft 365: PowerPoint, Word, Excel
- Generative AI: Adobe Firefly, ChatGPT, Canva AI, Claude

EDUCATION

Bachelor of Arts in Multimedia Design

De La Salle College of Saint Benilde — School of Design and Arts, Philippines | 2007 – 2011

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Canva for Marketing & Canva Essentials (2026)
- Introduction to Artificial Intelligence (2025)
- Generative AI Capsule Course (2025)
- Unleashing Emotional Intelligence Programme (2024)
- Adobe MAKEIT Local Event (2017, Kuala Lumpur, Malaysia)

REFERENCES

- References available upon request