

Contact

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www.linkedin.com/in/xygarathma-lebibi-b9010a109 (LinkedIn)
xygarathma.com (Portfolio)

Top Skills

Motion Design
Figma (Software)
Art Direction

Languages

English (Native or Bilingual)
Malay (Elementary)

Certifications

Preventing Harassment in the Workplace
Creative Ops
Branding Now II
How to Be More Inclusive
Foundations of Diversity, Equity, Inclusion, and Belonging

Honors-Awards

Chancellor's Special Award
Prime Minister's Award for Creativity & Innovation
Best International Short Film
Overall Winner & Most Educational Film

Publications

The Ukanian Cycle Part 1, Silent Bird- Published Book
Nothing, Something, Everything

Xygarathma Lebibi

Art Director, Writer, 3D Artist
Dublin, County Dublin, Ireland

Summary

With 9 years of experience in both web and print design, I am an experienced designer with a wide range of skills. I specialize in art direction, branding, cover design, advertising and logo design, and have served as the lead designer for major events for Mindvalley. My work also involves strong collaboration with diverse teams on set design, including interior design and with film production teams to create sets.

I am proficient in a variety of design software programs, including the Adobe suite, such as Photoshop, Illustrator, and After Effects. I hold a degree in animation and have knowledge in 3D modeling using Autodesk Maya and animation.

I am proud to have won several awards for my work, including the Best International Short Film from the Beijing Film Academy, Prime Minister's Award for Creativity & Innovation, and the Chancellor's Special Award.

Beyond my design work, I am also a published novelist with two books under my name.

Experience

Mindvalley

9 years 2 months

Art Director

November 2024 - Present (2 years)

Senior Graphic Designer

January 2020 - November 2024 (4 years 11 months)

Kuala Lumpur, Malaysia

- Led art direction and branding efforts on various projects

- Created high-quality web and print assets for advertising and social media
- Oversaw junior designers and provided feedback and guidance to improve their work, while also managing timelines and ensuring quality standards were met.
- Led large event productions, managing teams to create print and web assets for events
- Collaborated with teams across multiple departments, including marketing, films, and social media.
- Developed and executed campaigns, leveraging creativity and design skills to create engaging and visually appealing content that resonated with target audiences.
- Generated new ideas and concepts, constantly seeking ways to innovate and improve design strategies and executions.
- Designed sets, including interior design, in collaboration with film production teams.
- Created animations using Adobe After Effects to add dynamic elements to designs.

Graphic Designer

September 2017 - January 2020 (2 years 5 months)

Kuala Lumpur, Malaysia

Freelance

Freelance Graphic Designer

May 2016 - September 2017 (1 year 5 months)

Kuala Lumpur, Federal Territory of Kuala Lumpur, Malaysia

Designed graphics for both print and web, including posters, flyers and social media assets, creating visually appealing designs that met client objectives.

- Developed branding strategies, including designing logos, brand voice, and visual identity guidelines, to help clients establish and communicate their brand identities.

- Created animations using Adobe After Effects, bringing designs and concepts to life and creating engaging and memorable content for clients.
- Communicated effectively with clients to understand their needs, provide updates on progress, and ensure that all work met their expectations.
- Managed project timelines, budgets, and deliverables, ensuring that all work was completed on time and to a high standard.

Xhai Studios

3D Artist

December 2015 - May 2016 (6 months)

Cyberjaya, Malaysia

- Created 3D models using Autodesk Maya, ensuring that all models were optimized for mobile devices while also maintaining high-quality standards.
- Designed and ideated characters, taking into account the game's target audience, gameplay mechanics, and art style.
- Designed environmental assets for mobile games, including level design and backgrounds, to create immersive game worlds that enhanced the player experience.
- Textured 3D models, applying high-quality textures that enhanced the realism and visual appeal of the models.
- Designed pixel art and digital paintings using Adobe Photoshop, creating assets that fit within the game's art style and overall design.
- Generated new ideas and concepts for game art, collaborating with the team to develop unique and engaging visual experiences for players.
- Created conceptual art, including sketches and storyboards, to communicate design ideas to stakeholders and the development team.
- Worked on both iOS and Android game creation, adapting designs and assets to fit the specifications and requirements of each platform.

Education

Limkokwing University of Creative Technology
Bachelor's Degree, Animation · (2012 - 2016)

Tanarata International Schools
· (2008 - 2012)