



JOE NORZLAN

ICT & DIGITAL MEDIA SPECIALIST / TRAINER



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PROFILE

Highly motivated, diverse and creative **ICT & Digital Media Specialist / Trainer with more than 20 years experience in IT training, commercial design, photography & videography production.** I hope to make positive contribution towards the company's growth and develop projects from inception, through production and to final delivery.



PROFESSIONAL SKILLS

- **PROJECT MANAGEMENT & COMMUNICATION SKILLS**
- **TECHNOLOGY INTEGRATION WITH EDUCATION**
- **IT & DIGITAL MEDIA TRAINING**
- **LESSON PLANNING**
- **CLASS MANAGEMENT**
- **DELIVERY OF ENGAGING MEDIA CONTENT**



MAJOR ACHIEVEMENTS

- A key player to garner Niche area certification and fundings on Photography Arts from Ministry of Education (MOE) for Edgefield Primary School.
- Appointed to teach Photography module at Singapore Teachers Academy.
- Trained and lead students from Edgefield Primary to win 5 championships in National Schools Photography Competitions.
- Trained and lead students from Lianhua Primary to win 1 championship in Nature Through My Lens National Photography competitions
- Recipient of Certificate of Appreciation in recognition for outstanding contribution - 2008-2012
- Directed and produced School National Day videos to be aired in Constituency Events.
- Implemented new IT Network Infrastructure for Canossian School thus providing better WIFI network experience by school community.
- Collaborated with New Zealand Tourism Board to produce NZ Tourism promotional videos.
- Worked with Dr Djavlonbek Kadirov from Victoria University (Wellington, New Zealand) to provide consultation service to his marketing research project.
- Design and spearhead the testing of educational software (Dr Series) for Litespeed Pte Ltd.
- Assigned as Chief Web Designer to revamp the Fraser and Neave Limited (F&N) and Times Publishing website.



WORKING EXPERIENCES

06 Jan 2020 - 09 Dec 2020 (12 months)

ICT MANAGER | Canossian School (Singapore)

Responsible for coordinating, planning, and leading computer-related activities in the school. Lead IT projects, including the design and deployment of new IT network and services. Monitoring performance of IT systems, productivity levels and responsible in maintaining existing IT infrastructure.

Job Description and Responsibilities:

IT Management, Staff Training & Digital Media

- Working closely with vendors to facilitate and manage the school IT Upgrading Projects.
- Establish and execute overall IT project plan (Networking & Server Migration) with School Principal, IT Vendors and School Managers.
- Design, develop, implement and coordinate IT system and policy implementation in adherence to MOE framework.
- Manage the budgets, quality, project tracking, documentation and necessary audit requirements.
- Responsible for Designing, planning, performance tracking and manage digital campaigns via website and social media platform e.g. Facebook.

Achievements

- Implemented new IT network infrastructure for the school. Liaise closely with the school leaders, stakeholders and vendors for delivering new advancement for internet networking project.
- Server migration. Responsible for the preservation of school data and information security, control structures, network access and backup systems.

02 Jan 2018 - 01 Jan 2020 (2 years)

DIGITAL MEDIA SPECIALIST / TRAINER | Lianhua Primary School (Singapore)

Liaison personnel for any digital media materials for the school. Providing creative, visuals, training and support for any projects assigned to staff and school leaders. Responsible for the inventories of photography and videography equipments. Also in-charge of the Media and Photography Club and in particular to train students in various digital media aspect.

Job Description and Responsibilities:

Contribution to students:

- Setting up of the photography club by recruiting potential students.
- Instilled confidence, independence and out of the box thinking in the students by assigning them to create own website and handle school events coverage.
- Implement digital media training programmes for the school and structured the learning in accordance with the different age groups/levels.

Contribution to School

- Assigned to produce education themed videos like National Education, National Day, Students Learning Journey and Public Awareness Campaign. Oversee the project from pre through post production.
- Conceptualised and responsible for all visual communications materials used for school website, newsletter, social media and school magazines, paying careful attention to aesthetic and sensitive contents.
- In-charge of the inventories of all school media equipment and work closely with school admin staff on quarterly checks by ST Logistics.
- Work closely with the school Head of Departments for the school web and social media development.

Achievements

- In 2019, Lianhua Primary was the champion in the National Photography Competition, Primary School Category. They beat 51 other schools.
- My students won 2 National Photography Championships co-organised by Canon:
 - 3rd Place in the National Photography Festival.
 - Special Mention in the Nature Thru My Lens Photo Competition.



WORKING EXPERIENCES

02 Jan 2007 - 01 Dec 2016 (10 years)

IT & DIGITAL MEDIA MANAGER / TRAINER | Edgefield Primary School (Singapore)

Directly responsible for IT and Digital Media training for the school. Serves as principle coordinator for illustrative, graphic and visual design for use in department/ school publications and lessons. Developed photography as the top CCA in the school from ground up. Works collaboratively with the school leaders and Head of Departments on Digital Media projects and e-Learning programmes.

Job Description and Responsibilities:

e-Learning platform and Learning Management System (LMS)

- Has an in-depth understanding of the technology system including learning the base system functionality and reviewing regular functionality updates. Work directly with the LMS vendor to follow-up on technical support issues and system bugs.
- Assist and maintain the use of the system and work closely with the Head of Departments to advise on the best e-Learning programs to align with the school strategy.

IT Training for staff and Students

- Develop a comprehensive training programme on teaching students how to use Microsoft Office applications, design and Multimedia softwares.
- Contribute and develop students' and staff in-depth knowledge of technology and awareness of Digital Media.
- Class management responsibility which includes motivating students, maintaining control of the class, and directing the learning of participants to meet program objectives.

Graphic Design, Publication and Website development

- Played a key role as a Chief Designer for the school yearly book publications from 2012-2016 (5 years). Develop the overall layout and production design and liaise with print vendors to provide them with the correct printing specifications.
- Oversee the design aspect for the school 10th year anniversary book.
- Provide digital graphic services to the school staff to enhance the delivery of teaching and learning.
- Work with vendors for the school web development. Provide design and graphic support during the initial implementation and maintain continuity of regular updates. (www.edgefieldpri.moe.edu.sg)

Digital Media (Photography & Videography)

- Contribute to the development of the photography club in the school from ground up. Manage and implement training programmes for the different levels. Acquired the budget for purchasing of the equipment and studio set-up.
- Teaching and mentoring students to develop a good portfolio, developing expertise with Adobe editing software, building a network of photographers and achieving a reputation for themselves.
- To produce a diverse range of video production ranging from educational to music videos. Oversee the project from pre-production, through to post production and delivery, in collaboration with other Digital Media team members.

Achievements

- My students have won 5 major championships in Photography Arts under my mentorship from 2007- 2016. The competitions are organised by National Geographic, National Photography Festival, National Young Shutterbugs and Photo Art Competition.
- I played a key role in ensuring the smooth transition of the school application for Niche Area Certification in Photography Arts from the Ministry of Education (MOE) . I achieved this by introducing numerous initiatives, implementing photography training programmes and winning multiple major competitions. This led to huge funding from the ministry (MOE) for the club to expand, build new photography studios, and purchase new equipments for the use of projects and lessons.
- Recipient of Certificate of Appreciation for service in recognition of contributions and service rendered for year 2008-2012.
- Recipient of Certificate of Appreciation in recognition of outstanding contributions (2012)
- Appointed as the Chief Photographer for the Guinness World Record for the largest Cha Cha dance by Edgefield Primary School.
- I was appointed as the director and producer for the School National Day video for the year 2012, 2015 and 2016.
- Assist with the implementation of e-Beam Interactive Whiteboard System. Significant amount of planning and testing were carried out to ensure that the system is functioning as expected.
- Implement Koobits (interactive e-Book software). The software was introduced throughout all levels from Primary 1-6. It allows the students to create their own animated story book.



WORKING EXPERIENCES

05 Jan 2005 - 29 Dec 2006 (2 years)

E-LEARNING DESIGN SPECIALIST | Litespeed Educational Services Pte Ltd

Job Description and Responsibilities:

- Given the task for assembling images, infographic and other visuals tools to produce a visual content that is engaging and memorable while maintaining brand consistency for Litespeed Education learning software.
- Collaborate closely with other team members of the e-Learning development team to brainstorm and design ideas. This is carried out by determining the scope of the design and emplacing realistic deadlines for the different design contents.
- Serves as primary liaison with creative service suppliers for the learning web development team, e.g user interfaces, cartoon icons, photos, videos and sketches.

Achievements

- Pilot testing of the Litespeed learning software (Dr Series). Ensuring system functionalities and provide feedback to programmers for software enhancements.
- Successfully provide a range of multimedia solutions, working with other Multimedia Designers and creative partners to create designs that complement to the educational software.
- Tasked to serve on cross-functional projects primarily related to product development and marketing to contribute to the on-going success of the company.

27 May 2003 - 31 Dec 2004 (1 year, 6 months)

MULTIMEDIA GRAPHIC DESIGNER | Times Publishing Ltd

Job Description and Responsibilities:

- I was assigned to Times Information Systems (TIS) Department and was in-charge of multimedia design and providing graphic and multimedia support to the department.
- Responsible for designing and building of the company web graphics for weekly and seasonal updates. (fraserandneave.com and timespublishing.sg)
- Create presentations using video, powerpoint, and other digital media for internal and external communications.
- Provide prompt and accurate graphic support to the marketing and advertising department such as online advertising concepts including banner ads, landing pages, and microsite.

Achievements

- Appointed as the Chief Web Designer to revamp the company's main corporate website, Times Publishing and Fraser and Neave Limited. Independently design and create wireframes, storyboards, user flows, process flows and site maps to communicate interaction and design idea.
- Successfully create multimedia presentation showcasing Fraser and Neave products using motion, animation, video, sound, and UI user interface design to be used for roadshows marketing event.

19 Dec 2000 - 17 May 2003 (2 years 5 Months)

MULTIMEDIA SPECIALIST | Pacific Synergy Pte Ltd

Job Description and Responsibilities:

- Assigned to the Multimedia Department to work closely with the programmers to produce visual concepts for the company's in-house software production. (Commzgate Messaging Software)
- Design and maintain the company software website, www.commzgate.com
- Provide and support the marketing department to produce overall layout and production design for advertisements, brochures, magazines, and corporate reports.
- Work with external vendors as required in the preparation of artwork for printing of packaging, collateral materials and P.O.P. materials. (e.g, CD and CD packaging, sales pamphlets, advertising flyers, web banner, newspaper ads)

Achievements

- Successfully design the company product packaging (commzgate messaging software) and printed 2000 copies.
- Receive numerous good reviews and commendations by the software users for the easy navigation and creative user interface design.
- Taking personal initiative to learn the company software development to optimise problem-resolution efficiency.



EDUCATION

- ✓ **Diploma in Multimedia Production**
Year Obtained: 2000
Institution: S.A.E Technology College (Singapore)

- ✓ **Currently pursuing BSc in Digital Media**
Institution: Singapore University Social Science (SUSS)



AWARDS & RECOGNITIONS

- ✓ **Certificate of Appreciation**
(Recognition for outstanding contributions)
Awarded by: **Edgefield Primary School**
Year Obtained: 2008, 2009, 2011, 2012
- ✓ **Ministry of Education Approved Instructor**
Awarded by:
Ministry of Education (Singapore)
Year Obtained: 2014 till current
- ✓ **PSS Licentiatehip, distinction (photography)**
Awarded by:
Photographic Society of Singapore
Year Obtained: 2013
- ✓ **Certified Koobits (e-book) Trainer**
Awarded by:
Personal e-Motion Pte Ltd
Year Obtained: 2008



ENTREPRENEURSHIP

Founder of 2 Companies

Entrepreneur who grew 2 businesses from the bottom up through effective business planning and a drive for success. Successfully established Pixelwave Production and Ink Avenue Pte Ltd. Pixelwave Production is a production house that caters photography and videography services for the wedding markets. Ink Ave Pte Ltd was set up to focus and provide services to corporate industry.

- ✓ **Pixelwave Production**
Co. Reg no. : 53060998C
Year of operation: 2006 - 2014

Location: 105A Arab Street, S(199801)
- ✓ **Ink Avenue Pte Ltd**
Co. Registration no. : 200910677C
Year of operation: 2010 - 2014

Location: 10 Anson Road, #26-04,
International Plaza, S(079903)



VOLUNTEER & CASUAL WORK

01 Dec 2016 - 01 Jun 2017 (7 months)

Wellington (New Zealand)

Embark on a 7-month stint in Wellington, New Zealand to widen the horizon and adapt to new environment. In doing so, it allows me to expand my network, sharpen my skill and learn new skill sets.

Dr Djevlonbek Kadirov, Victoria University, (Creating advertising and marketing designs)

- Assisting Dr Djevlonbek Kadirov (Lecturer, Victoria University, School of Marketing and International Business) on creating advertising media and branding for his marketing research.
- Worked closely with him from conceptualisation to production of the designs.

Tourism NZ (Editing of New Zealand Promotional Tour Video)

- Put together and produce a video for Tourism NZ.
- Re-ordering and fine tuning of the content to ensure logical sequencing and smooth running of the video.
- Deliver 2 sets of 5 min clip fully edited with music and transitions.

Aksal Motors Ltd (Designed company branding)

- Create design company branding and marketing collateral, including graphics for social media, posters and brochures.
- Conceptualised raw concepts to creative graphic designs

Axle kart racing team (Produced promotional video)

- Direct and plan video shoots; scout and select shoot locations.
- Record, editing and select program format for final output.



SPORTS COACHING & FIRST AID

- ✓ Joe holds,
 - **Level 1 rugby coaching licence (World Rugby Union)**
 - **Level 1 strength & conditioning, Adults & Youth, certificate (World Rugby Union)**

- ✓ **Dragons Rugby Club**
 - A volunteer coach since 2017 till present.
 - Coached the under 14s group

- ✓ Joe holds First Aid certification from SFATC.
 - **Standard First Aid**
 - **CPR (Hands only) + AED**

