

Joseph Siaw

Executive Presentation Specialist | Visual Storyteller | PowerPoint Expert

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PROFILE SUMMARY

Creative and eloquent Executive Presentation Specialist with 12+ years of experience transforming complex ideas into clear, engaging visual stories for C-suite and enterprise audiences. Expert in PowerPoint, Adobe Creative Suite, and visual storytelling, partnering directly with executives to design high-impact presentations for corporate events, investor communications, and media engagements. Known for blending strategic thinking, design precision, and brand storytelling to elevate how organizations present themselves at the highest levels.

CORE SKILLS

PowerPoint Design & Animation • Executive Storytelling • Data Visualization • Corporate Branding • Adobe Illustrator & Photoshop • After Effects & Premiere Pro • Infographics & Iconography • Template Creation • C-Suite Collaboration • Presentation Training • UX/UI Design • Figma • B2B Marketing Communications • Strategic Visual Narratives

PROFESSIONAL EXPERIENCE

Senior PowerPoint / Graphics Specialist — Aquent

Aug 2022 – Present

- Design and animate executive-level PowerPoint decks for major U.S. clients in technology and supply-chain sectors.
- Partner directly with marketing and leadership teams to translate complex data into compelling, visually consistent narratives.
- Create branded video, motion graphics, and presentation templates aligned with corporate standards.
- Redraw charts, icons, and infographics using Adobe Creative Suite; integrate Figma for interactive prototypes.
- Recognized for proactive creative leadership and introducing new storytelling frameworks that enhanced brand presence.

Senior Marketing / PowerPoint Specialist — Mott MacDonald (Global)

Jul 2017 – Aug 2022

- Led design of high-stakes executive presentations for corporate events, client conferences, and internal communications.
- Partnered with C-suite leaders and marketing teams to develop branded visuals and keynote decks for global campaigns.

- Directed digital innovation projects ensuring design consistency across marketing, video, and social channels.
- Conducted training sessions to maintain brand alignment and storytelling excellence.

Production Designer (PowerPoint Specialist) — HAVAS Life Medicom*Sep 2014 – Jul 2017*

- Crafted polished, data-driven presentations for top pharmaceutical clients – Pfizer, GSK, Sanofi, Novartis, and others.
- Applied infographics, custom iconography, and motion graphics to elevate complex scientific content.
- Developed presentation templates and visual frameworks used agency-wide.
- Established internal PowerPoint Academy to train staff in advanced design techniques.

Freelance Designer (Agency Contracts)*Jan 2007 – Sep 2014*

- Delivered bespoke PowerPoint and visual storytelling solutions for Samsung, Apple, EA Games, PayPal, Manchester United FC, Huawei, and HSBC.
- Created multimedia content, apps, and 3D design concepts to support B2B campaigns.

EDUCATION

BSc (Hons) Computer Software Development — London Metropolitan University

BSc (Hons) Multimedia Technology and Applications — London Metropolitan University

AVC – ICT (Distinction) — Lewisham College

BTEC Diploma – IT — Lewisham College

City & Guilds Certificate – Key Skills IT (Level 3) — Lewisham College

ADDITIONAL INFORMATION

- Proficient in Adobe Creative Suite, PowerPoint animation, and data visualization.
 - Strong presentation and communication skills; adept at executive-level collaboration.
 - Mentor and trainer in storytelling and visual communication best practices.
 - Passionate about creative design, sports, music production, and community initiatives.
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