

AUDIO VISUAL SPECIALIST / DESIGNER

MUHAMMAD ARIFF



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PROFESSIONAL SUMMARY

Professional with high standards and results-oriented approach in audio visual technology. Skilled in operating and maintaining AV equipment, troubleshooting technical issues, and delivering seamless presentations. Strong focus on team collaboration and adaptability to changing needs, ensuring reliability and efficiency. Known for effective communication, technical proficiency, and problem-solving abilities.

EXPERIENCE

April 2025 – Present

FAIRFIELD METHODIST SECONDARY SCHOOL

AV Executive

Audio-Visual (AV) Support & Operations

- Oversee daily operation, maintenance, and troubleshooting of school-wide AV systems, including projectors, screens, and audio equipment.
- Ensure full functionality of AV setups in key venues such as the auditorium and hall to support lessons and school events.
- Coordinate with external vendors for servicing, maintenance, and procurement of new AV equipment.
- Manage sourcing and implementation of upgraded AV systems to enhance technological capabilities.
- Support and develop the school chapel band by setting up and maintaining instruments including electric drums, guitars, and keyboards for rehearsals and performances.

September 2021 –
April 2025

SINGAPORE CIVIL DEFENCE FORCE

995 Civilian Call Taker

- Served as the first point of contact for members of the public reporting medical and fire-related emergencies.
- Applied established medical and fire dispatch protocols to ensure accurate and efficient deployment of emergency response units.
- Coordinated with the **Singapore Police Force** and **Land Transport Authority** to facilitate comprehensive emergency assistance.
- Provided Pre-Arrival Instructions (PAI), including CPR and AED guidance, to callers during critical situations to stabilise patients prior to responders' arrival.

April 2016 –
December 2018

ALPHAMAN POWER GROUP PTE LTD

Av Technician

- Supported large-scale exhibitions, conferences, concerts, and live events through setup and operation of professional audio, lighting, and video systems.
- Deployed and operated audio systems including line array speakers and **DiGiCo** digital sound consoles for conferences and live productions.

- Installed and configured lighting fixtures such as Martin and Alpha spotlights, including rigging and signal distribution.
- Set up video systems including visualizers, projectors, and LED walls for corporate and entertainment events.
- Managed event power distribution using industrial generator sets (up to 125A), ensuring safe and stable power supply.
- Conducted routine equipment testing, troubleshooting, and on-site repairs including soldering and component replacement.
- Trained and mentored new freelancers on equipment fundamentals, signal flow, and event deployment best practices.
- Collaborated with multiple production companies including **UnUsUal Productions, D8 Projects, Ascend Com, and Stage 4 AV**, gaining exposure to diverse technical systems and production environments.

Key Events Supported

- **2018 North Korea–United States Singapore Summit**
- **ZoukOut 2017**
- **Jay Chou Concert 2017**
- **Marina Bay Countdown 2017**

EDUCATION

2023 – 2026

REPUBLIC POLYTECHNIC

Diploma

Design and Media (Digital Entertainment and Events)

2016 – 2018

ITE COLLEGE CENTRAL

Higher Nitec

Awards & Achievements

Edusave Character Award (2016)

Director’s List (2016)

Director’s List (2017)

Edusave Merit Busary Award (2017)

Edusave Certificate of Academic Achievement (2017)

Edusave Certificate of Academic Achievement (2018)

2011-2015

SHUQUN SECONDARY SCHOOL

O’Level

QUALIFICATIONS

- Higher Nitec Certificate Performance Production
- O Level Certificate
- PSLE

SKILLS

- AV operations management
- AV equipment maintenance
- AV setup
- Technical troubleshooting
- Procurement Processes

AWARDS & ACHIEVEMENTS

- Service Excellence Award 2020 & 2021
- Good Progress Award 2021
- Vocational Section Commander Course 2021