

## ABOUT ME

I'm an aspiring **Art Director** and **Visual Graphic Designer**. I have a passion for art and design, a hunger for knowledge, and a drive to find purpose and meaning in everything. **My goal:** Quickly and efficiently create beautiful and impactful designs that drive brand communication and positive consumer interaction.

## SKILLS

- Art Direction
- Graphic Design
- Visual UI Design
- Motion Graphics
- Typography
- Video Editing
- Presentation Design
- Copywriting
- Digital Content Strategy
- Ideation & Conceptualization

## EDUCATION

### MFA - ADVERTISING

Academy of Art University  
San Francisco, CA  
Graduated in 2020

Winner of American Advertising Awards  
2017 - Bronze

### BBA - MARKETING

Ateneo de Davao University  
Philippines  
Graduated in 2014

References available on request.

## EXPERIENCE

### VISUAL & MOTION GRAPHIC DESIGNER

Various US Clients | Freelance | Remote  
2022 - Present

### ART DIRECTOR & VISUAL DESIGNER

The Inturnship | Portland, OR | Remote  
2021 - 2022

- Designed social media content templates in Figma, Adobe Illustrator, Photoshop, and After Effects, that generated 100% brand interest resulting in high social media engagements.
- Conceptualized and ideated digital media assets with quick turn around times for design production resulting in 95% on time project completions.
- Collaborated with copywriters, crafting brand style guides for various clients resulting in brand cohesiveness and consistency.

### ART DIRECTOR & VISUAL DESIGNER

Ira Jaan Foundation | San Francisco, CA | Remote (Volunteer)  
Spring 2022

- Conceptualized- and using a mix of Figma, Adobe Photoshop, Illustrator, and After Effects- designed, and produced social posts for the Agents of Hope event that increased engagements and impressions up to 250% across four social media platforms.
- Using Hootsuite, strategized digital marketing and social marketing automation that resulted in surpassing the sign-up goal for the event.

### ART DIRECTOR & VISUAL CONTENT DESIGNER

Medical Career College | Fremont, CA | Hybrid  
2020 - 2021

- Conceptualized and produced new digital assets in Adobe Illustrator and Photoshop for web development, revamped brands as to increase online traffic that generated leads and new service inquiries.
- Strategize ad placements and conceptualized local brand and social marketing executions resulting in increased student enrollments.

### ART DIRECTOR INTERN

Young & Hungry | San Francisco, CA  
Fall 2019

- Using Adobe Creative Suite and Power Point, conceptualized and produced client presentation design, visual designs for digital assets, social media distinct contents, and crafting brand books for clients: Likha; and Blue Endeavors.

### CREATIVE DESIGNER

Aktiv Multi Trading Co Inc. | Philippines  
2014 - 2019

- Conceptualized visual communication tools for product promotion generating 100% market interest.
- Crafted marketing collaterals in Adobe Photoshop and Illustrator for its subsidiary companies, vendors, and partners gaining client visibility by Advertising.