

# PROFESSIONAL PROFILE

Graphic Designer & Digital Illustrator with nearly 2 years of experience in Brand Design, Web Design, UX/UI, and Digital Illustration. I specialize in creating visually compelling designs across social media, promotional assets, and user-friendly web interfaces that enhance brand identity and customer engagement. I combine strong collaboration, creative storytelling, and design expertise to support eCommerce, marketing campaigns, and digital experiences that resonate with audiences.

# EXPERIENCE

📅 April 2015 – September 2023    📍 Pasig City, Philippines

## Product and Brand Designer MRSAN Marketing

- ★ Led the full design process for product visuals and packaging, combining brand storytelling with functional aesthetics.
- ★ Developed creative strategies for branding campaigns across digital platforms, resulting in stronger brand recognition and audience connection.
- ★ Designed engaging digital assets for social media and marketing campaigns, enhancing brand visibility through cohesive and striking visuals.

# VOLUNTEER EXPERIENCE

📅 September 2024 – April 2025    📍 Bow Valley College, Canada

## Peer Tutor Volunteer Bow Valley College

- ★ Provided one-on-one and group tutoring sessions to support students in mastering digital design concepts and tools
- ★ Encouraged creativity, and promoted technical growth through a supportive and collaborative learning environment.

📅 January 2025 – April 2025    📍 Bow Valley College, Canada

## Peer Technology Assistant Bow Valley College

- ★ Assisted students with a variety of tech issues, delivering clear solutions to support their academic success.
- ★ Maintained a friendly support presence and worked with staff to resolve technical issues efficiently.

# PROJECTS

📅 October 2024 – December 2024    📍 Calgary, AB, Canada

## BVC Capstone Project – Web Design & Development Ogre’s Den Gaming Club

- ★ Redesigned the website using WordPress with a custom, user-friendly layout and responsive elements for desktop, tablet, and mobile use, improving overall usability and engagement.
- ★ Developed a refreshed brand identity including color palette, typography, visuals, and a custom mascot, and created social media assets to strengthen the club’s online presence



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# EDUCATION

📅 April 2025    📍 Calgary, AB, Canada    GPA: 4.0

## Diploma in Digital Design Bow Valley College

Applied Electronics Award for Excellence (Winter 2025) ★  
ITS Student Success Scholarship (Fall 2024) ★

📅 May 2013    📍 Philippines

## Bachelor of Arts in Interior Design University of Santo Tomas

# SKILLS

## DESIGN SOFTWARE

### ADOBE CREATIVE SUITE ★

Illustrator	Premiere Pro
InDesign	After Effects
Photoshop	Animate

### FIGMA ★

### CLIP STUDIO PAINT ★

## WEB DEV TOOLS

### WORDPRESS ★

### WEBFLOW ★

### HTML, CSS ★

### TAILWIND CSS ★