

📁 FULLTIME WORK EXPERIENCE

CURRENT
APRIL 2022

AL HABTOOR GROUP SENIOR DESIGNER

📍 DUBAI, UAE

I currently help in generating and updating print and social media collaterals for the Media Department. I also help other departments with their artwork requests and oversee the requested assets from concept to production.

APRIL 2022
DECEMBER 2015

ATLANTIS THE PALM, DUBAI GRAPHIC DESIGNER | ASST. MANAGER

📍 DUBAI, UAE

As part of the design team in the marketing department, my key responsibilities are designing and maintaining the branding of the property through all types of media. I design and conceptualize both for print and specialize in digital design. I generate most of the HTML5 Google ad banners and designed the UI and UX of the hotel IPTV, hotel Wayfinder & the loyalty mobile app, and other required mobile-first digital assets for marketing. I also coordinate with publishers and third-party agencies regarding digital banner requirements and solutions. I also train members of the team in basic photoshop, illustrator, and indesign skills and trained the team on basic digital ad banner design and HTML so that they can assist me in generating some of the digital banners in different languages.

APRIL 2015
APRIL 2014

BONSEY JADEN SR. DIGITAL DESIGNER

📍 MANILA, PHILIPPINES

Bonsey Designs, a design agency based in Singapore, specializing in packaging and below-the-line materials, formed its digital team with its partners the Jaden Group. Now called Bonsey Jaden, a company specializing in digital. Being one of its first senior designers in its digital team, my key responsibilities were designing digital materials such as websites, apps, and online banners and participating in conceptualizing digital campaigns for the company's clients.

APRIL 2014
OCTOBER 2013

UPFRONTMEDIA ASIA DIGITAL ART DIRECTOR

📍 MANILA, PHILIPPINES

A medium size agency specializing on online and digital design and a little of below-the-line materials. My key responsibilities were mainly designing digital, BTL materials and helping out in digital campaigns.

OCTOBER 2013
FEBRUARY 2013

EOPTIMEDIA DIGITAL ART DIRECTOR

📍 MANILA, PHILIPPINES

One of my previous online clients invited me to join a start-up company that he and his partner formed. As one of its designers, my key responsibilities were mainly designing digital collaterals and below-the-line materials and helping conceptualize digital campaigns. The company temporarily ceased all operations in October 2013.

FEBRUARY 2013
NOVEMBER 2010

DRAFTFCB - FCB MANILA DIGITAL DESIGNER

📍 MANILA, PHILIPPINES

A well-known multinational advertising agency in the Philippines, DRAFT FCB (now FCB Manila) formed its digital studio in November 2010. As part of its digital team, my key responsibilities were mainly designing digital collaterals and below-the-line materials and helping conceptualize digital campaigns.

AUGUST 2010
NOVEMBER 2009

IGEN TECHNOLOGIES DIGITAL DESIGNER

📍 MANILA, PHILIPPINES

As part of the marketing team, my key responsibilities were designing below-the-line materials for the company's main clients and partners.

📁 FREELANCE WORK EXPERIENCE

NOVEMBER 2015
APRIL 2015

REMOTE WORK - CANADA BASED CLIENT FREELANCE DIGITAL DESIGNER

OCTOBER 2010
AUGUST 2010

ASPAC ADVERTISING FREELANCE DESIGNER MONTHLY CONTRACT ONLY

OCTOBER 2009
JUNE 2007

MCCANN ERICKSON MANILA & LEO BURNETT MANILA FREELANCE DESIGNER MONTHLY CONTRACT ONLY

JUNE 2007
FEBRUARY 2007

HARRISON COMMUNICATIONS FREELANCE DESIGNER MONTHLY CONTRACT ONLY



EDUCATION

📍 MANILA, PHILIPPINES

MARCH 2006
MARCH 2001

BACHELOR OF MULTIMEDIA ARTS DE LA SALLE - COLLEGE OF SAINT BENILDE

MARCH 2001
1993

PRIMARY TO SECONDARY SCHOOL COLEGIO SAN AGUSTIN, MAKATI



AWARDS AND CERTIFICATIONS

1. FOUNDATIONS OF USER EXPERIENCE (UX) DESIGN 2021
Google Certification Code: [LSMDQUH8FE85](#)
2. GOOGLE DIGITAL GARAGE - DIGITAL MARKETING 2019
Google Certification Code: [TU6 FDC SYH](#)
3. ATLANTIS LEGEND OF THE MONTH AWARD NOMINEE 2019



SOFTWARE KNOWLEDGE AND SKILL SET



1. UX & UI EXPERIENCE

- Visual & interaction Design, Prototyping, Wireframing & User Journey

2. RESPONSIVE WEBSITE & MOBILE DESIGN

3. DIGITAL & PRINT DESIGN

4. MAC & PC USER