

## Objective

To further my career in Marketing, Graphic and Web design by actively taking a lead in my chosen endeavor. Leverage my marketing, visual design talent and experience to maintain a track record of providing excellent and creative solutions.

## Summary of Qualifications

- Extensive experience in website development which include webpage layout, graphics creation, web banners, optimization and maintenance
- Conducted product photo-shoots for web and high-resolution applications
- Developed interactive graphics, Flash demos, and presentations
- Expertise with graphic and publishing tools such as Flash, PhotoShop & ImageReady, Illustrator, Dreamweaver, QuarkXpress and Corel Draw! (PC and Mac)
- Knowledge of packaging concepts and standards including printing in Consumer Electronics industry
- Strong conceptual and design aptitude
- Extensive experience in managing vendors, photographers, copywriters, designers, translation agencies and customer relationships
- Works well under pressure and able to multi-task several projects
- Strong graphic design background such as creating corporate catalogs, sales & marketing literature, and print advertisements

## Work Experience

### **Web/Graphic Designer, September 2006 - Present**

#### **MarketTools, Inc (Market Research) – San Francisco, CA**

Responsible for visual design of the corporate website, which includes e-commerce, online communities and communication pieces. In charge of determining website's look and feel, proposing designs, and creating prototypes. Also designs web banners, e-mailers and other graphic projects as directed by the marketing team. Works closely with engineers, programmers to coordinate seamless updates and upgrades.

### **Graphic Designer / Marketing Coordinator, August 2004 - Present**

#### **CyberHome Entertainment, Inc (Consumer Electronics) – Fremont, CA**

Develop product packaging, logos, flyers, promotional material, direct mail pieces, sales communication pieces, posters, coupons, power-point presentations, flash presentations. Manage external vendors, trade shows and other public relation events. Create and update CyberHome's ID design standard and ensures all collateral conforms to this standard including, but not limited to CyberHome's corporate website, communication material, sales collateral, marketing give-aways and all marketing releases.

### **Graphic Designer / Marketing Communications Specialist, November 2000 - August 2004**

#### **Ashton Digital Corporation (Laptop Manufacturer) - Fremont, CA**

Responsible for all aspects of graphic and web design from conceptualization through implementation. Designed logos, packaging, datasheets, cards, flyers, CD labels, advertisements and other company correspondence. Responsible for creating and maintaining corporate website. Wrote press releases, managed trade shows, created collateral material and maintained relationships with press and other partnerships. Used CSS, JavaScript, HTML and Dynamic-HTML components, cross-browser issues and back-end coding & troubleshooting.

### **Ad. Acct Rep./Production Asst., Nov 1999-Nov 2000**

#### **Dulin Advertising, Inc. (Recruitment Advertising Agency) - Redwood City, CA**

Responsible for processing classified ads placement and web ads posting for the clients. Edited graphics for ad production using QuarkXpress and Adobe Acrobat Publisher.

## Educational Background

- PHP Programming, 2004 (Ohlone College - Fremont, CA)
- Macromedia Flash 4 , 2001 (West Valley College -Saratoga, CA)
- PhotoShop, Illustrator, Dreamweaver, 2000 – 2001 (College of San Mateo - San Mateo, CA)
- Graphic Design, 1999 (UC Berkeley-Extension - San Francisco, CA)\
- Bachelor of Science in Commerce major in Administrative Management with Computer Applications. 1994 – 1998 (St. Scholastica's College - Manila, Philippines)

## Freelance Experience

### **Pan-International , August 2005 – September 2005**

#### **<http://www.panintl.com>– Fremont, CA**

Redesigned entire website. Created concept renderings for several Bluetooth headsets.

### **Pure Print, June 2005 – July 2005**

#### **<http://www.pureprintusa.com> – Hayward, CA**

Designed entire website.

### **Mirage Enterprises, December 2003 – January 2004**

#### **<http://www.mirageinc.com> - Nampa, ID**

Created and designed the entire website, corporate and product logos.

### **Quadexpress Printing, Sep 2002 – November 2002**

#### **<http://www.quadexpress.com> - San Francisco, CA**

Revised the entire printing company's website. Added some features like file upload and form submissions using CGI Perl scripts.

### **Activedrive.com, Dec 2001 - Mar 2002**

#### **<http://www.activedrive.com> - Singapore**

Redesigned website. Linked site to Paypal's shopping cart. Used Javascript Dropdown menu and used Flash introduction in the homepage. Recreated company's identity (logo, business cards and letterhead). Designed CD labels, datasheet, and CD packaging.

## Design Samples

<http://www.cyberhome.com> | <http://www.pureprintusa.com>  
<http://www.panintl.com> | <http://www.quadexpress.com>

