

Mario Avila

Graphic Designer

AREAS OF EXPERTISE

Adobe Creative Suite:

Photoshop
In-Design
Illustrator
Flash
Adobe Edge

Design Platforms:

Google Web Designer
Flexitive (HTML5)
Mofius (mobile landing page)
AdsBridge
Canva
and many more..

PROFESSIONAL

First Aid Qualified
English speaker

PERSONAL SKILLS

Problem solving
Thinking creatively
Attention to detail
Communication skills

PERSONAL DETAILS

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Marikina City, Philippines

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DOB: 07/10/1978
Driving license: Yes
Nationality: Filipino

PERSONAL SUMMARY

A highly talented, driven and flexible graphic designer with a proven record of delivering creative and innovative design solutions. A proven ability of developing projects from inception through production to final delivery, ensuring that all work is effective, appropriate and delivered within agreed timescales. Able to work as part of a team with printers, copywriters, photographers, other designers, account executives, web developers and marketing specialists. Now looking for a suitable graphic designers position with a ambitious and high profile company.

WORK EXPERIENCE

Graphic Designer – Manila Bulletin Publishing Co.
GRAPHIC DESIGNER August 1999 - February 2011

Graphic Designer – Affinity Exxpress Philippines
GRAPHIC DESIGNER March 2011 - Present

Developing concepts and artwork, creating graphic design solutions from concept through to completion. Responsible for developing and creating both digital and print design for a wide range of print and online campaigns, publications and advertising.

Duties:

- Managing, producing and designing projects from brief to fulfilment.
- Designing & creating marketing & e-marketing materials on a range of projects.
- Ensuring consistency in a clients corporate and promotional brands.
- Presenting finalised ideas & concepts to clients, colleagues and senior managers.
- Answering queries from clients.
- Creating original artwork for short and long term projects.
- Involved in designing advertisements, brochures, handouts, flyers and online graphics.
- Working with a range of media, including photography, to create final artwork.
- Designing pitches and presentations for the sales teams.
- Keeping up to date with new software, post-production techniques & industry trends.
- Producing graphic content for site re-skins, page layouts, email designs, site graphics & static & Flash banners as well as HTML5 banners.

KEY SKILLS AND COMPETENCIES

- Innovative, highly creative, good at thinking 'out of the box'.
- Keeping abreast of relevant new techniques in design software, media & photography.
- Experience with catalogue, brochure and magazine design.
- Willingness and ability to work independently and as part of a team.
- Able to work under pressure, meet deadlines and multitask.
- A knowledge of HTML5.
- Highly organised and able to prioritise own work schedule.
- Able to work within brand and design guidelines.
- Excellent graphical skills, creative flair and good colour sense.

ACADEMIC QUALIFICATIONS

Bachelor in Journalism
Polytechnic University of the Philippines 1995 - 1999

REFERENCES – Available on request.