



PAULINE SHAINA MUÑOZ

Pampanga, Philippines

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Website:

EDUCATION

Bachelor of Science Major in Information Technology

Aug 2016 - Oct 2019

Holy Angel University

- Major in Web Development.
- Dean's Lister, A.Y 2018 to 2019.

CORE COMPETENCIES

- Design & Layout: Adobe Photoshop, Illustrator, InDesign, Canva, Figma
- Video Editing: Davinci Resolve, CapCut
- Content & Productivity: Trello, Google Workspace, Notion, Microsoft Office
- Social Media: Meta Business Suite, Hootsuite

GRAPHIC DESIGN SKILLS

- Digital Branding & Visual Identity
- Social Media Content Design
- Infographics & Data Visualization
- Slide Deck & Presentation Design
- Basic Motion Graphics & Video Editing
- Typography & Color Theory
- UI Mockups & Web Layout Concepts
- Responsive Visual Storytelling

PROFILE

Creative and detail-oriented Graphic Designer with 3+ years of hands-on experience producing digital content, marketing visuals, and brand assets for clients in diverse industries, including education, tech, and e-commerce. Skilled in translating abstract ideas into impactful visual solutions that align with brand identity and drive audience engagement. Proficient in Adobe Creative Suite, Canva, Figma, and Davinci Resolve. Brings a background in administrative and content support, which enhances communication, project delivery, and cross-functional collaboration. Passionate about clean design, storytelling, and continuous learning.

WORK EXPERIENCE

Graphic & Content Assistant (Virtual) Jan 2025 to Present Ally's Piano Studio

- Designed promotional graphics, course banners, and social media content using Canva and Meta Business Suite
- Developed branded templates for lessons and student onboarding
- Created engaging digital assets that boosted engagement rates by 40%
- Maintained visual consistency across platforms and refined the brand's digital presence

Marketing & Support Specialist Jan 2025 to Present Superstaff (Remote)

- Coordinated sales operations, client inquiries, and order processing via Roll Master, reducing response time by 20%.
- Oversaw inventory and installation coordination across departments, enhancing workflow efficiency.
- Provided bilingual customer support aligned with US time zones, improving service ratings.

Operations Manager & Creative Lead Feb 16 2020 to Nov 30 2024 Bandu's Café

- Designed promotional materials including menus, posters, and social media campaigns
- Directed brand refresh efforts to modernize the visual identity
- Coordinated photoshoots and in-house content creation for seasonal marketing pushes

Technical Writer & Designer (Freelance) Mar 2020 to Apr 2022 Various Clients via Upwork & LinkedIn

- Delivered branded client-facing brochures, pitch decks, and user guides
- Worked with clients to create infographics and explainer content that simplified complex technical information
- Used Figma to mock up website UI assets and Adobe Illustrator for icon set

Article Writer & Visual Content Contributor Sept 05 2019 to Feb 15 2020 GWU Digital Marketing Agency

- Supported the design team with SEO blog images and graphic headers
- Created content banners and social visuals for digital articles and landing pages

CERTIFICATIONS

- **Microsoft Cybersecurity Training**, BlackPoint IT Services (Feb 2025)
- **AI & Google Cybersecurity Training**, BlackPoint IT Services (Feb 2025)
- **Microsoft Fundamentals**, BlackPoint IT Services (Feb 2025)
- **Civil Service Exam Passer** (Professional Level), Philippines (Aug 2022)
- **Google Digital Garage**: Digital Marketing (Nov 2020)
- **Advanced CSS & PHP Development**, Holy Angel University (2016–2018)

VOLUNTEER EXPERIENCES

General Assistant, Pabanlag Christian Church

Oct 2015 to Present

- Coordinate church events, services, and community outreach programs.
- Maintain membership records and manage office resources.
- Published training booklets to support leadership and volunteer development.

Coordinator, Trendsetters

Feb 2022 to Present

- Organize youth programs and workshops on leadership, communication, and financial literacy.
- Lead outreach efforts to engage marginalized and underserved communities.
- Develop and implement youth-led initiatives across education, arts, and recreation.

University Student Council Senator, Holy Angel University

June 2018 to May 2019

- Represented student interests in meetings with faculty and administration.
- Helped organize fundraising events and ensured transparency in fund management.
- Collaborated on initiatives and campus-wide projects to improve student life.

CHARACTER REFERENCES

- **Jessa Mae Laban**
 - Lead Agent, GWU Digital Marketing Agency, 0977 377 8619
- **Mark Concepcion**
 - Head of Graphics and Design Department, HAU University Student Council, 0999 910 2183
- **Aira Kate Teehankee**
 - Co-volunteer, Pabanlag Christian Church, 0951 601 1677