



ARGIELYN PEREZ CRUZ

multimedia designer / graphic designer / brand designer

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PROFESSIONAL SUMMARY

Seasoned and disciplined designer and branding professional, bringing forth a wealth of expertise amassed over 7+ years in the dynamic field of creative development and brand enhancement. My journey has been marked by an unwavering commitment to fostering innovation, steering visual communication initiatives, and seamlessly merging the field of design and research to unravel inventive solutions to complex challenges.

SKILLS

- Graphic Design
- Brand Identity
- Advertising Design
- Email Marketing
- Packaging Design
- Print/Digital Design
- Photo Editing
- Video Editing
- Project Management
- Web Design
- Typography
- Social Media Content
- Photography
- HTML/CSS
- Layout Design
- Interactive Design
- UI/UX Design
- Motion Graphics

SOFTWARES

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Adobe Premier Pro
- Adobe Lightroom
- Adobe Dreamweaver
- Adobe Dimension
- Adobe XD
- Microsoft Word
- Microsoft PowerPoint
- Adobe Acrobat
- Microsoft Publisher
- Adobe Express
- Shopify - Website Builder
- Autodesk Maya

EXPERIENCE

Freelance Graphic Designer | The Brandsmith, LLC | Feb 2023 - Present

Contributed to projects encompassing print, digital, HTML/CSS for email templates, and PowerPoint presentation and templates, primarily catering to technology companies, corporate entities, and universities.

- Designed custom PowerPoint templates and presentation that maintained brand consistency, standardized layout styles, and established visual guidelines.
- Conceptualized social media graphics and posts, demonstrating proficiency in crafting visually engaging content for various social media platforms.

Full-time to Freelance Graphic / Brand Designer | Marigold Bedding, LLC | July 2021 - Present

Pioneered brand development from branding, copywriting, digital and print marketing campaigns, product development, creative direction, website design, and development, to serve as company's representative at AAHOA (Asian American Hotel Owners Association) tradeshow as someone who is knowledgeable of the brand and the products.

- Developed the company's full branding identity from the logo of the main brand and sub-brands, copywriting, and product development.
- Designed and developed unique textile patterns and prints for hotel bedding, top sheets and coverlets.
- Provided guidance and expertise to manufacturers through a comprehensive design guide. The role involved not only creating aesthetically pleasing and functional textile bedding designs but also developing guidelines and specifications to ensure that manufacturers can accurately produce the designs.

- Directed on final product photography, photo editing, designing full product catalog, creating full Shopify website, and marketing product collections.
- Achieved successful sales outcomes through the design of hotel top sheets and coverlets, catering to a diverse clientele, including motels, inns, independent properties, and franchised hotels.

Marketing Manager / Graphic Designer | Jio Supply | July 2021 – April 2023

Instrumental as a member of the pioneering team that played a pivotal role in achieving a remarkable feat – the doubling of the company’s revenue within a single year.

- Led all aspects of design projects, from conceptualization and concept development to final design execution, including print collaterals, digital assets, logos, branding, email marketing, social media content, web graphics, full product catalog and trade show booth design.
- Designed product packaging for multiple hotel toiletry packs and boxes from concept and feature development, branding, designing, and printing.
- Conducted thorough research and analysis of design trends, market competitors, and target demographics for an informed design strategy.
- Demonstrated a keen eye for detail, accuracy, and creativity in layout, typography, color schemes, and image selection.
- Performed complex photo manipulations and editing for ad campaigns, product mockups, and email marketing.
- Conceptualized, written script, accomplished storyboarding, audio recording, video editing and animation for company’s video introduction ad. [Video Link](#)

Photographer / Supervisor | Studio 1 | Sep 2018 – May 2019

After only a month of serving as an associate photographer, my supervisors recommended me for promotion to the role of a supervisory photographer. Subsequently, I assumed the responsibility of leading my own team for photo shoots.

- Proficient in the use of DSLR cameras, lighting equipment, and studio setup.
- Created and executed detailed shot lists, ensuring that no essential shots were overlooked during the photo sessions.
- Problem-solved and communicated in a way that is confident and professional.

Junior Digital Artist | Optima Digital Inc | Mar 2016 – Aug 2016

- Designed elements and motion graphics for commercials in accordance to director’s specifications.
- Assisted senior digital artist with rotoscoping, enhancing, masking, and tracking video clips for TV commercials using Autodesk Flame.
- Achieved success as a member of the editing team on over 10 TV commercial projects. (i.e. [Joy TV Commercial – GAMESHOW 30s](#), [Smart Padala TVC 30s](#), [Crispy Fry Breeding Mix TVC 30s](#), etc.)

Assistant CG Artist | Giantsponge Digital Inc | Jan 2015 – May 2015

- Executed design from concept to delivery complying with brand standards in execution of marketing materials.
- Developed digital storyboards and animation as requested.
- Assisted with rotoscoping, enhancing, masking, and tracking video clips for AVPs and TV commercials.

EDUCATION

Bachelor of Science in Multimedia Arts and Sciences | Mapua University, Philippines | July 2011 – June 2015

Graphic Design | Photography | Videography | 2D/3D Animation | Web and Interactive Design | Programming | 3D Modeling and Rendering | Game Development

CERTIFICATIONS

Google UX Design Professional Certifications | February 2023 – Present

Foundations of User Experience (UX) Design - [Certificate Link](#)