



CLIFF

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EXPERTISE SKILLS

- Graphic Design
- Digital Design & Visual Communication
- Creativity & Concept Development
- Illustration
- Book Cover Design
- Ad Design

TOOLS

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Corel Draw
- Flexi Design

Creative Graphic Designer and Illustrator with 10+ years of experience producing visually compelling marketing materials, digital advertisements, and branding assets across multiple industries. Proven track record of delivering impactful designs—including 150+ custom signage solutions and over 150 book covers and layouts for global clients—while improving project efficiency and client satisfaction. Brings strong expertise in Adobe Creative Suite, Figma, and visual storytelling to help organizations strengthen brand identity, enhance user engagement, and communicate messages effectively through design.

WORK EXPERIENCE

GRAPHIC DESIGNER/TEAM LEADER

Fusion CX – Identity Group Holdings | January 2024 – January 2026 (2 Years)

- Led the design and development of over 150 customized signage solutions for hotels and private establishments, improving brand visibility and customer experience.

COVER AND INTERIOR DESIGNER/ILLUSTRATOR

Quaderno Outsourcing Corp. | July 2020 – September 2023 (3 Years, 3 Months)

- Designed more than 150 book covers and interior layouts for authors across 35 countries, enhancing visual appeal and reader engagement.

GRAPHIC DESIGNER/TEAM LEADER

Timeriver Design Inc. | August 2015 – July 2020 (5 Years)

- Created digital advertisements for mobile games and applications across multiple platforms, mentored a team of 10 designers, and improved project turnaround time and client satisfaction through efficient creative workflows.

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