



MA. LUISA

 [VIDEO INTERVIEW](#)

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EXPERTISE SKILLS

- Brand Identity & Visual Consistency
- Graphic Design
- Visual Communications
- Print Design
- Digital Design
- Marketing Collateral Design
- Social Media Graphics Design
- Publication & Newsletter Layout
- Layout Design
- Typography
- Landing Page Design
- Creative Direction
- Print Production & Prepress
- Signage & Large-Format Design
- Packaging Design
- Client Presentation Design
- Campaign Branding
- Brand Standards Development
- Creative Project Coordination
- Vendor & Production Coordination
- AI-Assisted Design Production

TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Creative Suite
- Canva
- Google Workspace
- Microsoft Office Suite
- WordPress
- Elementor
- ChatGPT
- Claude AI
- Gemini AI

Results-driven Graphic Designer with 15+ years of experience creating impactful brand identities, marketing collateral, and integrated print and digital campaigns across hospitality, retail, healthcare, real estate, and nonprofit sectors. Proven track record of leading end-to-end creative production, establishing brand standards, managing multi-stakeholder design projects, and delivering high-quality publications, signage, packaging, and promotional materials that strengthen brand consistency and audience engagement. Brings strong expertise in Adobe Creative Suite, Canva, visual branding, creative direction, print production, and marketing communications, helping organizations elevate their brand presence, streamline creative workflows, and achieve measurable business and marketing objectives.

WORK EXPERIENCE

CHAIRMAN – INFORMATION & COMMUNICATIONS

APO Philippines, Inc. | 2025 – Present

- Leads national-level branding and communications initiatives, designs print and digital communication materials, oversees publications including magazines and newsletters, develops social media assets, establishes brand identity standards across regional chapters, and coordinates creative timelines and stakeholder approvals.

CREATIVE & PRODUCTION LEAD

Equal Business Solutions, Inc. | 2008 – Present

- Directed branding, visual communications, and integrated marketing campaigns from concept to production for clients across hospitality, retail, real estate, food service, healthcare, and commercial sectors. Designed marketing collateral, packaging, signage, presentations, and social media content, established brand standards, coordinated vendors and production teams, and ensured timely delivery of high-quality print and digital materials.

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