



JOSEPH

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Graphic & Multimedia Design
- Branding & Visual Identity
- Logo Design
- Typography & Layout Design
- Print & Publication Design
- Digital & Social Media Design
- Marketing Campaign Creatives
- Photo Editing & Retouching
- Photography & Art Direction
- Color Grading & Image Enhancement
- Video Editing & Production
- Motion Graphics
- UI & Web Design
- Advertising & Promotional Design
- Brochures, Presentations & Yearbook Design
- Mockups & Visual Concept Development

TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- Adobe Premiere Pro
- Adobe After Effects
- Adobe Audition
- Adobe Express
- Figma
- Canva
- CapCut
- Adobe Firefly
- Midjourney
- ChatGPT
- Gemini
- Canva AI

Creative Graphic Designer with 20 years of professional experience across the Philippines, Singapore, and Dubai, specializing in branding, print and digital design, social media creatives, UI design, marketing campaigns, and multimedia production. Proven track record of developing brand identities, producing high-quality marketing collateral, creating campaign visuals for diverse industries, and delivering consistent creative assets across print, web, social media, exhibitions, and corporate events. Brings advanced expertise in Adobe Photoshop, Illustrator, InDesign, Figma, Canva, typography, layout, retouching, and visual branding, helping organizations strengthen brand consistency, enhance audience engagement, and deliver polished visual communications aligned with business goals.

WORK EXPERIENCE

GRAPHIC DESIGNER CUM PHOTOGRAPHER & VIDEOGRAPHER

BC Academy International School | May 2025 – July 2026 (1 Year, 3 Months)

- Designed digital and print marketing materials including brochures, infographics, presentations, advertisements, social media content, and yearbooks while maintaining brand consistency, and handled photography and videography for school events, portraits, sports, promotional videos, interviews, reels, and other digital content.

GRAPHIC DESIGNER CUM PHOTOGRAPHER & VIDEOGRAPHER

Fortes Education | February 2019 – 2025 (6 Years)

- Produced digital and print marketing materials for Regent International School, including brochures, presentations, advertisements, social media graphics, and yearbooks, while serving as the primary photographer and videographer for events, portraits, promotional videos, interviews, student features, and virtual tours.

GRAPHIC DESIGNER CUM MARKETING ASSISTANT

Office Inspirations Decor & Furniture LLC | February 2017 – December 2018 (1 Year, 11 Months)

- Developed branding and marketing materials for exhibitions, trade shows, and campaigns, managed website and social media content, supported SEO and email marketing, prepared presentations, proposals, brochures, and quotations, tracked campaign performance, and assisted the sales and marketing team with research and promotional activities.

GRAPHIC DESIGNER CUM WEB DESIGNER

Middle East Global Advisors | July 2015 – January 2017 (1 Year, 7 Months)

- Designed event proposals, sponsorship brochures, program guides, presentations, newsletters, social media graphics, branding assets, and digital promotions, produced promotional videos and motion graphics, and maintained website and social media content for conferences, exhibitions, and corporate events.

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WORK EXPERIENCE

GRAPHIC DESIGNER CUM WEB DESIGNER

Q Group of Companies | June 2013 – July 2015 (2 Years, 2 Months)

- Created real estate advertisements, brochures, flyers, newspaper ads, presentations, logos, illustrations, and digital graphics, developed branding for ATL and BTL campaigns, maintained website visuals, and collaborated with marketing and social media teams on digital and offline campaign materials.

GRAPHIC WEB DESIGNER

MyCondo.sg | May 2012 – May 2013 (1 Year, 1 Month)

- Designed website templates and UI layouts for a condominium booking platform, created graphics, icons, banners, and promotional assets, optimized website imagery, updated landing pages and visual content, and collaborated with developers to deliver responsive website designs.

GRAPHIC DESIGNER CUM WEB DESIGNER

Artsign International Pte Ltd | May 2009 – January 2012 (2 Years, 9 Months)

- Designed print-ready brochures, flyers, business cards, banners, posters, signage, and custom printing materials, prepared production files and prepress checks, enhanced images, proofread artwork, incorporated client revisions, and coordinated with production teams.

GRAPHIC DESIGNER & INFORMATION TECHNOLOGY COORDINATOR

Department of Environment & Natural Resources | January 2004 – November 2008 (4 Years, 11 Months)

- Designed publications, annual reports, presentations, and brochures, edited and prepared imagery for print and digital use, reviewed artwork for print readiness, maintained website content and visuals, and provided basic IT troubleshooting, software implementation, and user support.

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