

HANNAH GRACE J. HERNANDO

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CAREER FOCUS

Experienced Graphic Artist with background on both graphics, marketing, and e-commerce. Aspiring to partner with an organization to further learning and professional growth as a designer.

KEY QUALIFICATIONS

- Four-years' work experience in Multimedia Design, Digital Marketing and E-commerce.
- Completed Digital Marketing Fundamentals (CDM, 2019)
- Completed Label Design Seminar (Design Center of the Philippines, 2017)
- Completed Exhibition & Visual Merchandising Seminar (Design Center of the Philippines, 2017)

SKILLS/SOFTWARES



Photoshop



Illustrator



InDesign



Premiere Pro



After Effects



Dimension



CorelDraw



SketchUP

PROFESSIONAL EXPERIENCE

No Limit Creatives (Graphic Designer)

From February 2023 – Present

My Role involved graphics, editing for social media posts, print media and other design needs of different clients. I mainly focus on design improvement for each client's requests.

- Works with creative director and project manager to create engagement and on-brand marketing collaterals.
- Makes multimedia artworks. (Static posts, GIF's and other)
- Creates promo posts and banners based on e-commerce needs.
- Produces 3D mock-ups of packaging designs and posters for booths.
- Produce and edit eye-catching gifs and static post for social media needs.

BEVI Beauty Elements Ventures Inc. (Graphic Designer)

From August 2022 – Dec 2022

Previous Role involved graphics, retail design mostly on 3D mock-ups of booths, and video shoot/editing for social media posts. Mainly focused on brand improvement, social media presence and e-commerce.

- Works with brand manager and brand supervisor to create engagement and on-brand marketing collaterals.
- Makes multimedia artworks. (Static posts, Videos, GIF's and other)
- Creates promo posts and banners based on e-commerce needs.
- Produces 3D mock-ups of booth design. (With Top Shelf, Side bin, wobblers, shelf talker, etc.).

- Produce and edit eye-catching videos and static post for social media needs.
- Writes captions and ideas for promos and initial deck look

Lifstrong Marketing Inc. (Marketing Artist)

From May 2021 – June 2022

Previous Role involved both graphics and marketing responsibilities. Mainly focused on brand improvement and social media presence.

Graphic Side

- Works with copywriter and brand supervisor to create engagement and on-brand marketing collaterals.
- Makes multimedia artworks. (Static posts, Videos, GIF's and other)
- Creates promo post based on Watsons and SM beauty guidelines.
- Produces 3D mock-ups of Gondola design. (Top Shelf, Side bin, wobblers, shelf talker, etc.).

Marketing Side

- Creates, edits, and troubleshoot ads in Meta Ads Manager (Facebook).
- Updates and helps in Digital Calendar for the Brand's quarterly deck.
- Participates and pitches social media ideas and strategies for brand awareness.
- Checks Brands overall social media presence.

Stud & Stunners (Creative Head)

From October 2019 – December 2020

Previous Role also involved graphics and marketing responsibilities with specific focus on Social media presence, e-commerce and digital artworks.

- Created pitch for guidelines, brand identity and digital marketing strategies for corporate clients such as Kocostar, BlingPop, VT Cosmetics, Jumiso & Glam Up).
- Managed Brands social media presence such as social media post and collateral designs for both static and moving posts.
- Created website banners and videos on various e-commerce platforms. (Lazada, Shopee, LOOK PH and Zalora).
- Did product photography, video shoot, product packaging, advertising materials and corporate materials.

SM Retail – SM Markets (Arts & Display Artist)

From September 2018 – September 2019

Work experience mainly focused on retail design mostly on 3D mock-ups, bag designs and gondolas. Created promotional videos for different store locations and product highlights shared on different online platforms.

- Produced digital design, mock-ups and 3D perspective of retail materials (Shelf talker, strips, gondola, side bins, top shelves, etc.).
- Created multimedia content specific to social media and SM Markets Main Website such as banners, videos, web animation and social media posts.
- Created promotional/event videos and teasers. (Seen on all SM Market and MOA Arena Eye Screen).
- Did product photography and conceptual shoot for new items and promos.
- Created bag designs for both seasonal/generic green bag style and coordinates with company suppliers for printing.

EDUCATION

Technological University of the Philippines

Bachelor of Fine Arts Major in Advertising, *completed in March 2018*

REFERENCES

Anne Louise Gomez

BEVI Beauty Elements Ventures Inc. – Graphic Designer

(Number & Email – Available upon request)

Ms. Hylynn Zabala

BEVI Beauty Elements Ventures Inc. – Brand Supervisor

(Number & Email – Available upon request)