

Geoffrey Oreta

Graphic Designer

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Experience

Graphic Artist | Dyll Communications

May 2024 – January 2025

- Brainstormed and submitted branding proposal that led to launch of JAC Cars "You Deserve It" ad campaign
- Managed and designed social media advertising and visual materials for Acnes, Selsun Blue, Sunplay, and Lee Kum Kee
- Coordinated with writing team to launch and propose marketing initiatives and campaigns for various brands

Junior Art Director | Kioskadventures, Inc.

October 2021 – February 2024

- Corresponded with departments to deliver creative solutions for various clients, and handled successful project deliveries:
Westpac Solutions Factory, Inc. (WSF)
 - Cooperated towards brand guidelines for visual consistency
 - Accomplished update of WSF website visuals and UI

Lunchbox Diet (LBD) & Sub-brands

- Increased Facebook page likes by more than 4,000
- Conceptualized and implemented new LBD website layout
- Produced pouch and drink packaging to launch products

Spayro

- Established brand guidelines and main logo design
- Supervised creative team to brand launch through completion of website visuals and UI.

Netmarks Philippines, Inc. (NMP) & Netgrounds

- Directed visual guidance of sub-brand Netgrounds
- Designed Netgrounds packaging and print outputs
- Executed edits and revisions to NMP website

Freelance Designer | Petro Jikken, Inc.

August 2021 – May 2023

- Headed visual identity, digital and print media for client usage

Freelance Designer | ASEP, Inc.

November 2020 – May 2023

- Produced marketing material for conventions 2021 – 2023
- Drafted ASEP magazine layouts and print projects

Freelance Designer | Cartwheel Foundation, Inc.

June 2022 – August 2022

- Launched updated brand guidelines for advertising usage

Profile

Graphic designer with over 3 years of experience, skilled in online and print media, branding, and website UI. Team workflow direction and skillset in design fields ensured project success and positive client relationships.

Education

B.F.A. Information Design

Ateneo De Manila University
2017 – 2021

Skills

- Team Management
- Efficient Communication
- Design Flexibility
- UI Design
- Digital & Print Design
- Brand Identity Design
- Packaging Design
- Prototyping
- Photography & Editing
- Motion Graphics

Software

Adobe Creative Suite

- Illustrator
- InDesign
- Photoshop
- After Effects
- Premiere Pro

Languages

- English
- Filipino

