


RIZZA ARALES

Senior Graphic Designer

From ideation to final product, my creative process centers around implementing my clients' vision with my artistic flair to create a unique and immersive experience. Having worked with clients across a wide range of industries, I understand the importance of delivering work that is both visually compelling and effective. As a multimedia designer, visual artist, and illustrator, I constantly strive to push boundaries and create extraordinary work.

 +63 906 078 7107

 Santolan, Pasig City

 rjrarales@gmail.com

 **View my
works here!**

 **Online Portfolio**

<http://www.rizzadesign.xyz/>

Bio

Birth Day
June 19, 1988

Education

Bachelor of Fine Arts

FEATI University
Carredo, Manila 2012
Atheletic Scholarship,
Volleyball

Fine Arts Major in Advetising

Technological University of
the Philippines
Ayala Blvd, Manila
Athletic Scholarship,
Volleyball

St. Mary's Academy
Pasay City, 2005

St. John's Institute
Bacolod City, 2001

Hard Skills

Conceptual Design
Art Direction
Graphic Design
Project Management
Team Management
Pre & Post Production
Digital Media
UI / UX
Photo Manipulation
Motion Graphics
Story Boarding
Branding
Social Media Posts

Soft Skills

Creativity & Innovation
Can work on tight deadlines
Detail Oriented
Works well with a team
Can work under pressure
Fluent in English
Technical Writing
Copy Writing
Voice-Over

Softwares

Ps

Ae

Pr

Ai

Xd

Id

Intersests

Brazilian Jiujitsu
Muay Thai
Boxing



Painting



I'm on a rock band
I play the bass



Reference: Nicole V. Bernardino | Creative Manager | TenXRoi +63 927 151 3231

Reference: Nik Tordil | SEO Manger | Exhibit Central +63 906 261 3947

Senior Graphic Designer

May 21, 2024 – October 03, 2025

Expocentric | Exhibit Central

New South Whales, Australia (Hybrid)

- ✓ In charge of all graphic elements needed by the marketing department, Website elements, Blogs image, Product presentation, Marketing collaterals, Ad Campaigns, Email Marketing and Social Media Posts. Graphics for Products and catering client's requests for custom artworks for their events / expos visuals and graphics.
- ✓ Maintaining the company's brand identity and make sure to that the brand guidelines are applied properly to each product representation and marketing strategies to increase the company's visibility on every platforms.

Senior Graphic Designer & Marketing Specialist

November 16, 2023 | April 19, 2024

Lirvana Labs

Los Angeles, CA (Full Remote)



- ✓ Created Social media posts, App Store Ads, Webpages, and YouTube campaign assets in alignment with brand guidelines and existing in-house campaign imagery and copy.
- ✓ Developed marketing collaterals, including Social media posts, App Store Ads, Facebook ads, Instagram ads, TikTok ads, Google ads, Webpage assets, Email campaign visuals, and YouTube campaign assets.
- ✓ Working together with the Creative Director and plans strategies on how to make the product more engaging and fun with its users. Helping the team to come up with informative and effective marketing collaterals for social media and email campaigns.

Senior Graphic Designer

January 18, 2022 – October 02, 2023

Giraffe Builder | TenXRoi

Ortigas, Pasig City, PH



- ✓ Managed Graphic design tasks from concepts to delivery.
- ✓ Illustrated concepts by designing examples of art arrangement, size, type size, and style and submitting them for approval.
- ✓ Reviewed final layouts to ensure quality and suggesting improvements when necessary.
- ✓ Created new and original designs from scratch for brands based on client specifications, needs, and brand image.
- ✓ Entailed implementation of new strategies to enhance effective performance and delivery with team members.
- ✓ Proactively communicate effectively with team members who may not understand the clients' vision/perception.
- ✓ Responsible for Final Brand Oversight and QA. Scrutinize the designs prior to submission for internal approval to the creative management.
- ✓ Liaise with Junior Graphic Designer/s and Project Manager/s from project launch to completion.
- ✓ Communicates with client's concerns and applying feedback and updates artworks on any changes that is needed.
- ✓ Created and maintained files for all creative assets and resources, such as design materials, and special fonts, which are needed for record keeping and referencing.

Freelance | Side Hustle

Illustrator

February 2021 to January 2022

Zerooot Co.

zerooot

- ✓ Created illustration elements, for their social media platforms and official website.
- ✓ Produced and created moving banners and motion graphics ads, GIFS, and simple animated banners.

Illustrator | Designer

June 2021 to January 2022

Reality Entertainment

Quezon City



- ✓ Created Illustrations that was featured on an Erik Matti films.
- ✓ Produced artworks and layouts for movie scenes as per script.
- ✓ Photo manipulation works, Post Production, video editing.
- ✓ Movie Posters (If you need to view my portfolio on these, pls let me know)

Senior Graphic Designer

August 2021 – December 2021

International Marketing Group

Dela Rosa, Makati City, PH



- ✓ Managing all graphic design tasks and assigning it to junior designers.
- ✓ Designing graphic content, illustrations, and infographics.
- ✓ Generating fresh concepts and creative ideas.
- ✓ Ensuring brand consistency throughout various marketing projects.
- ✓ Liaising between the marketing and design teams to ensure deadlines are met.
- ✓ Refining projects and drafts Ensure that the design team promotes the vision of the company through high – quality graphic content.
- ✓ Communicating with the immediate supervisor about layout and design. Reviewing final layouts to ensure quality and suggesting improvements when necessary.

Art Director

November 2017 – August 2020

Uraya Land Devt Inc

Davao City



- ✓ Leads and directs a team of Graphic Designers and manages their daily tasks for the company's marketing materials and needs.
- ✓ Handles the project's branding and advertising campaigns.
- ✓ Formulates art concepts by supervising outsourced talents (i.e. graphic designer/photographer/ videographer/ copywriter/ talents) to follow the approved concept and direction.
- ✓ Presents final artwork and copies directly to the company's president and CEO through visual presentations.
- ✓ Working with the other members/staff of the marketing department to evaluate the company's needs.
- ✓ Develops project strategies, and creates visual elements for ad campaigns leads the process from pre and post-production.
- ✓ Obtains the Sales and Marketing Department Head's approval by presenting final layouts, storyboards, and illustrations; responding to marketing commentary and requests.

3d Artist | Designer

May 2016 to March 2018

First Impression Artwork

Dubai – United Arab of Emirates



- ✓ Created and designed jewelries on a software (Flexscan, 3dMax, Preform), that is printed on a 3D machine and the finished prints will be molded into jewelries.
- ✓ Formulates art concepts by supervising outsourced talents (i.e. graphic designer/photographer/ videographer/ copywriter/ talents) to follow the approved concept and direction.
- ✓ Managed a team of artists, sculptors on their daily tasks and reports daily production and accomplishments. Applied strict guidelines to the team to meet deadlines.
- ✓ I designed promotional Ads/ Campaigns / Posters / Brochures for the company to promote the brand in the market of the United Arab Emirates.
- ✓ This Job also involves daily communication with clients. Update, inform, and assist them through emails, calls, and through any platform regarding their orders and meet deadlines for submission of artwork.

Project Manager | Analyst

November 2014 – August 2015

Code and Co Consultancy

Business Bay, Dubai, UAE



- ✓ Managing various levels of web projects by converting customer and sales requests into tasks and assigning them to the web design team.
- ✓ Working with clients to gather the necessary elements in order to build websites, online applications, mobile apps, etc.
- ✓ Coordinates with clients for information and work with the Implementation development teams to build and launch websites.
- ✓ Arrange and participate in internal and external client debriefs.
- ✓ Provide project support through the facilitation of project team communications and ownership and management of project documentation.
- ✓ Leading Web Design Company in UAE. Full-service web design and digital marketing company, providing results-driven strategies to expand businesses.
- ✓ Manages and updates websites content through WordPress platform.
- ✓ Handles a team of designers, developers, strategists, and digital marketing experts.

Graphic Designer

September 2012 to August 2013

Prime Recall Advertising and Services

Cubao ,Quezon City



- ✓ Prime Recall Advertising and Services, Inc. is a duly registered company that handles various advertising businesses; specializing in transit ads, creatives, events, printing, corporate giveaways, and other out-of-home media.
- ✓ Art designer for out-of-home advertising. i.e Bus, Billboards.
- ✓ Focused on Packaging Design, Print Media, Corporate giveaways.
- ✓ Sets up meetings and conducts presentations and pitches for clients for approval.