

FELIX CESINA JR.

Edmonton, Alberta

felix.cesinajr@gmail.com



cesinacreatives.ca



[felixcesinajr](https://www.linkedin.com/in/felixcesinajr)

Graphic Designer

PROFESSIONAL SUMMARY

A highly creative and self-motivated artist with over **5 years of work experience** of providing quality and competitive designs on over 150+ clients worldwide in the line of marketing & advertising, branding, and entertainment. **Key Competencies include:**

- | | | |
|---|--|---|
| <input type="checkbox"/> Graphic Design | <input type="checkbox"/> Graphic Design for Web | <input type="checkbox"/> Art Direction |
| <input type="checkbox"/> Brand Design | <input type="checkbox"/> Illustration | <input type="checkbox"/> 2D Motion Graphics |
| <input type="checkbox"/> 3D Modelling & | <input type="checkbox"/> Logo Design | <input type="checkbox"/> Project Management & |
| <input type="checkbox"/> Rendering | <input type="checkbox"/> Print Ads & Page Layout | <input type="checkbox"/> Leadership |
-

PROFESSIONAL SUMMARY

SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, Indesign, Premiere Pro, After Effects, XD)
- Microsoft Office & Google Office Apps
- Autodesk Maya, Substance Painter, V-ray & Lumion
- Figma & Webflow
- Wordpress Development
- Shopify Development

EDUCATION

Tertiary

Bachelor of Arts in
Multimedia Arts
Lyceum of the Philippines
University – Laguna
2018 – 2022

Senior High School

General Academics
ACTS Computer College
2016 – 2018

WORK EXPERIENCE

General Laborer - 2 Years Contract June 2023 - Present
My Designs Graphics & Signs Inc.

- Designed creative assets for both digital & print and commercial vehicle wraps
- Supervise creative assets from designing the artworks to print production
- Performing laser works, engraving & cutting on wood, metal, and acrylic materials.
- Running various machines like Roland, Hp Latex 800w, Laminating Machines, Flatbed, and Xerox Printers making sure that every artwork is printed correctly and according to specifications.
- Performed machine care and maintenance ensuring that the machines are always in good shape
- Performed shop labor works such as shirts printing, decal installation, vinyl print & cut.

Graphics & Web Designer April 2023 - July 2023
Low Code Road | Canada (Temporary - Remote)

- Designed branded contents and visuals for the company leading to a more unified look and tone for the company.
- Collaborated with full-stack developers, and programmers in designing UI & UX for various clients.

PORTFOLIO



TRAINING, CONFERENCES, & WORKSHOPS

Graphika Manila 2020 Conference on Creativity

SMX Convention,
Pasay City,
Metro Manila Philippines

ICONIC 2021: A Gaze Through the Art Industry

2-Day Art Conference
LPU-Laguna,
Km. 54 Brgy. Making,
Calamba City, Laguna,
Philippines

- Entrusted to do the re-vamp of the company website using Wordpress and various plug-ins. With the newly updated visuals, contents, & interface, the company was able to build more trust and looked more professional, contributing to more visitors and prospects.

Senior Graphic Designer

July 2022 - March 2023

Outgive Inc. | Philippines (Remote)

- Designed listing images, brand stores, and holiday and special promo ads for over 207+ e-commerce brands
- Collaborated with account managers, PPC specialists, writing team, and sales team in handling various client accounts.
- Improved listing designs in collaboration with the team of 15 people which significantly helped the client achieve a 257% higher sales compared to the last quarter of 2022.
- Assisted on training & quality checking on different designers contributing to a significant increase in team productivity and approval rate of 82% compared to 73% of the previous quarter.

3D Artist | Graphic Designer

Jan 2022 – May 2022

Ecomshark.nl | Philippines (Remote)

- Provided premium service as part of the pioneering team specializing on 3D rendering & product enhancement.
- Handled over 39+ Bol and Amazon clients providing quality listing designs, ads, & multimedia outputs.
- Raised brand awareness for both in-house and client brands through the use of brand design, product packaging design, logo & brand visuals, and various social media campaigns

Graphic Designer - Remote

October 2020 - June 2021

Outgive Inc. | Philippines (Remote)

- Redesigned graphic assets for product listings and brand stores of 67 clients to increase visibility on the web and sales
- Designed visually engaging holiday & special promo ads for different social media accounts contributing to the brand's awareness & marketing campaigns
- Pioneered the Design Brief department of the creatives team in-charge of listing conceptualization and design direction which streamlined the process of the transition of designs from one department to another leading to a significant increase in the team's productivity.