

Edgard Salo

GRAPHIC DESIGNER



Summary

Experienced and skilled Graphic Designer and Brand Identity Specialist with a proven track record in creating visually compelling designs and developing impactful brand identities. Committed to delivering innovative and strategic solutions, I strive to exceed client expectations and drive business success. With a strong background in visual graphic design and digital marketing, I bring a creative and strategic approach to help businesses establish a strong brand presence and engage their target audience. I am seeking opportunities that will allow me to utilize my expertise and contribute to the growth and success of dynamic organizations in the design and marketing industry.

Education

National Certification III in Visual Graphic Design

Technical Education and Skills Development Authority (TESDA)
| 2021

This certification has equipped me with the necessary technical skills and knowledge to excel in my profession.

This certification validates my expertise in design principles, color theory, typography, layout composition, and digital image manipulation techniques.

Certifications

Certification in Foundations of User Experience (UX) Design

Coursera by Google LLC
| 2023

This certificate represents my commitment to continuous learning and staying updated with the latest industry practices in UX design.

With this certification, I am equipped with the latest industry knowledge and techniques to create intuitive and user-centric designs.

Certification in Foundations of Digital Marketing and E-commerce

Coursera by Google LLC
| 2023

This certification has provided me with a comprehensive understanding of digital marketing strategies, consumer behavior, online advertising, e-commerce principles, and data analytics. It has equipped me with the skills to develop effective digital marketing campaigns and optimize online sales channels.

Certification in Fundamentals of Digital Marketing

Google Digital Garage
| 2019

This certification provided me with a holistic understanding of the broader context in which design operates and enabling me to integrate effective marketing strategies into my design approach.

Work Experience

Marketing Officer and Graphic Designer

Bioskin Philippines
| Sept 2022 - May 2023

Developed and executed marketing campaigns to promote Bioskin Philippines' skincare products, resulting in increased brand awareness and customer engagement.

Created visually appealing brand identity materials, including logos, packaging designs, and marketing collaterals, maintaining a consistent and visually appealing brand image.

Graphic Designer, Video Editor

Ikigai Studio: Digital Marketing Agency
| Oct 2021 - Aug 2022

Created visually compelling graphics and multimedia content for digital marketing campaigns, effectively conveying clients' brand messages and increasing audience engagement.

Edited and produced high-quality videos, including promotional videos, tutorials, and social media content, enhancing brand visibility and driving user engagement.

Graphic Designer & Brand Identity Designer

Freelancer
| 2019 - Oct 2022

Delivered customized visual graphics and brand identity designs that exceeded client expectations, ensuring consistency and visual coherence across various platforms and materials.

Managed multiple projects simultaneously, meeting deadlines and maintaining effective communication with clients throughout the design process.

Graphic & Web Designer

The Kaizen Group: Digital Marketing Agency
| 2018 - 2019

Designed visually appealing websites with user-friendly interfaces and responsive design principles, enhancing the overall user experience.

Created eye-catching graphic designs for digital and print materials, improving brand visibility and customer engagement.

Technical Skills

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Strong understanding of design principles, typography, and color theory
- Knowledge of digital marketing strategies and tools
- Excellent project management and organizational skills
- Effective communication and collaboration abilities
- Attention to detail and ability to work in fast-paced environments

Additional Skills

- Creativity
- Organizational skills
- Adaptability
- Collaboration
- Critical Thinking
- Communication skills

Thank you for taking the time to review my resume. If you have any further inquiries or would like to discuss potential collaborations, please feel free to reach out to me through the contact information provided above.