

Presented By
Edgard Salo

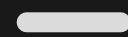
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CREATIVE PORTFOLIO[®]

INTRODUCING

Edgard Salo, your brand identity and
visual design partner:
unleashing creativity, elevating brands.



www.sites.google.com/view/es-design

ABOUT ME



Hello, I am Edgard Salo

Brand Identity and Graphic Designer

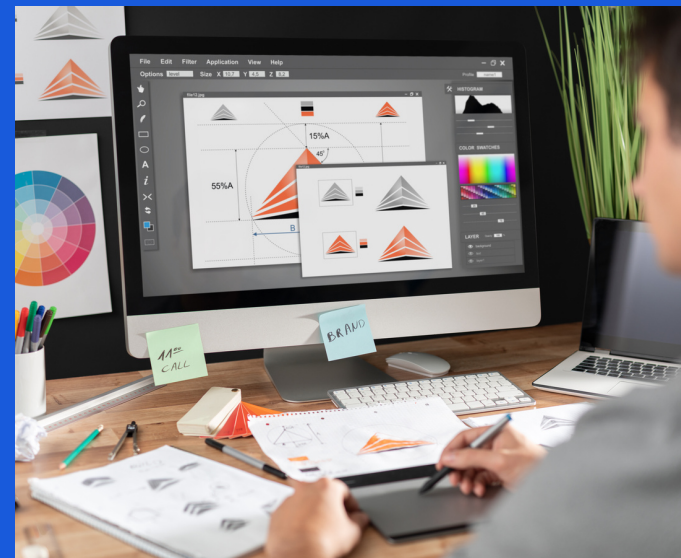
I'm a dedicated and passionate brand identity and visual designer. With a strong background in design and a keen eye for detail, I bring a unique perspective to every project I undertake. Let me take this opportunity to provide you with insights into my background, experience, and design philosophy.

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SKILL HIGHLIGHTS



As a seasoned designer, I bring a diverse set of skills to the table. With a strong understanding of design principles, I excel in ideation, branding, typography, designing for print, UX and UI design. I am proficient in industry-standard software such as Adobe Creative Suite (Photoshop, Illustrator), enabling me to create cohesive and impactful designs across various platforms.



Graphic Designer



Brand Identity Designer

EDUCATION BACKGROUND



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

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

Google Digital Garage

2019

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WORK EXPERIENCE



With years of diverse design experience, I possess a deep understanding of principles and expertise in branding, typography, print design, and UX/UI design. Proficient in Adobe Creative Suite, I've worked with various clients to shape their brand identities and create captivating visual experiences.

Marketing Officer, Graphic Designer ▼

Graphic Designer, Video Editor ▼

Freelancer ▼



MARKETING OFFICER, GRAPHIC DESIGNER



Bioskin Philippines

Aug 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.

FREELANCER



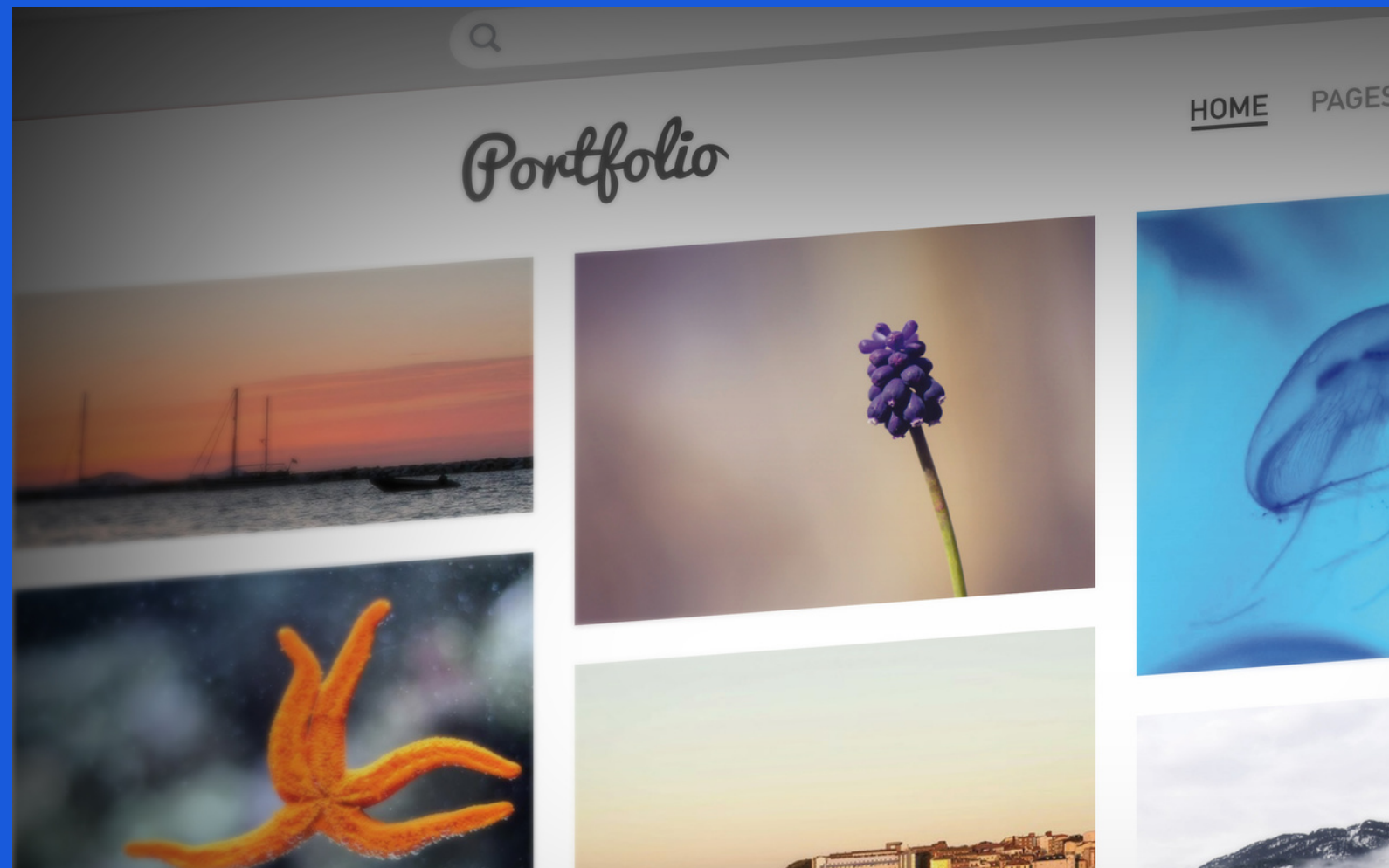
Visual Graphic and Brand Identity Designer

2018 – Oct 2021

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.

PROJECT PORTFOLIO



Each project represents a unique opportunity to create compelling visual experiences and deliver exceptional design solutions.

Logo & Brand Identity Design



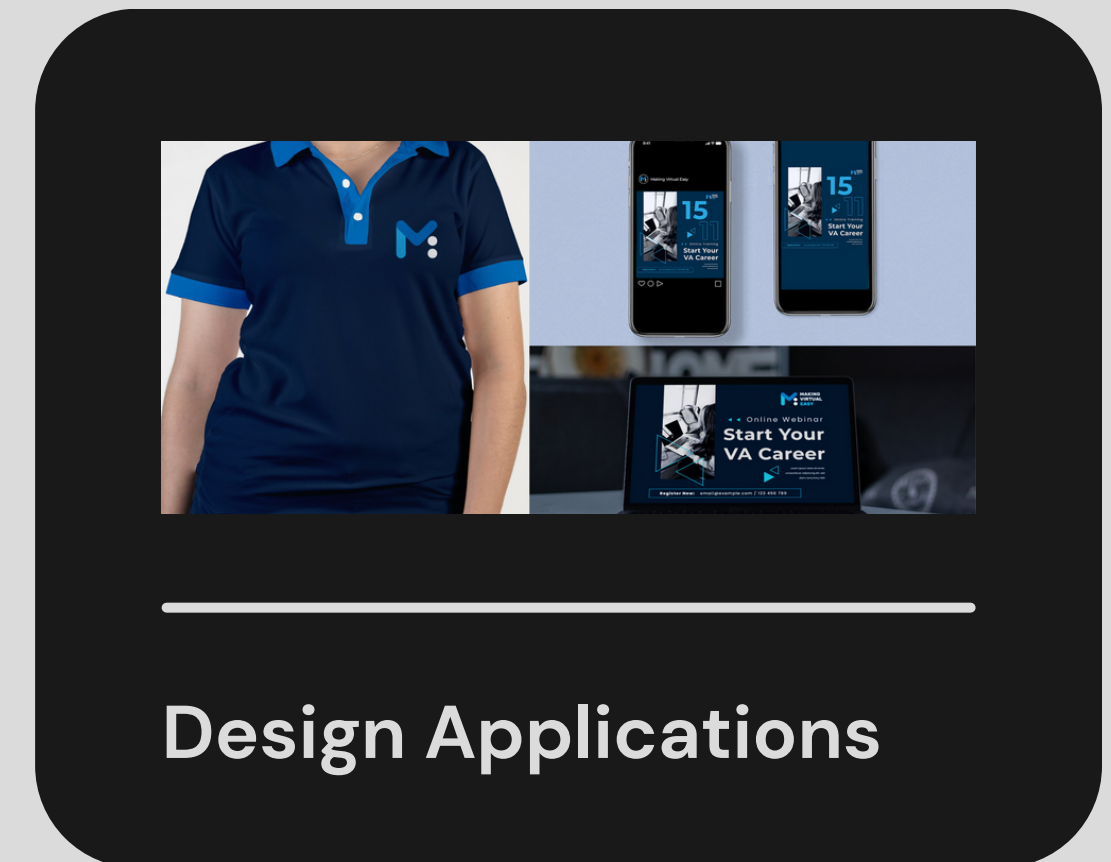
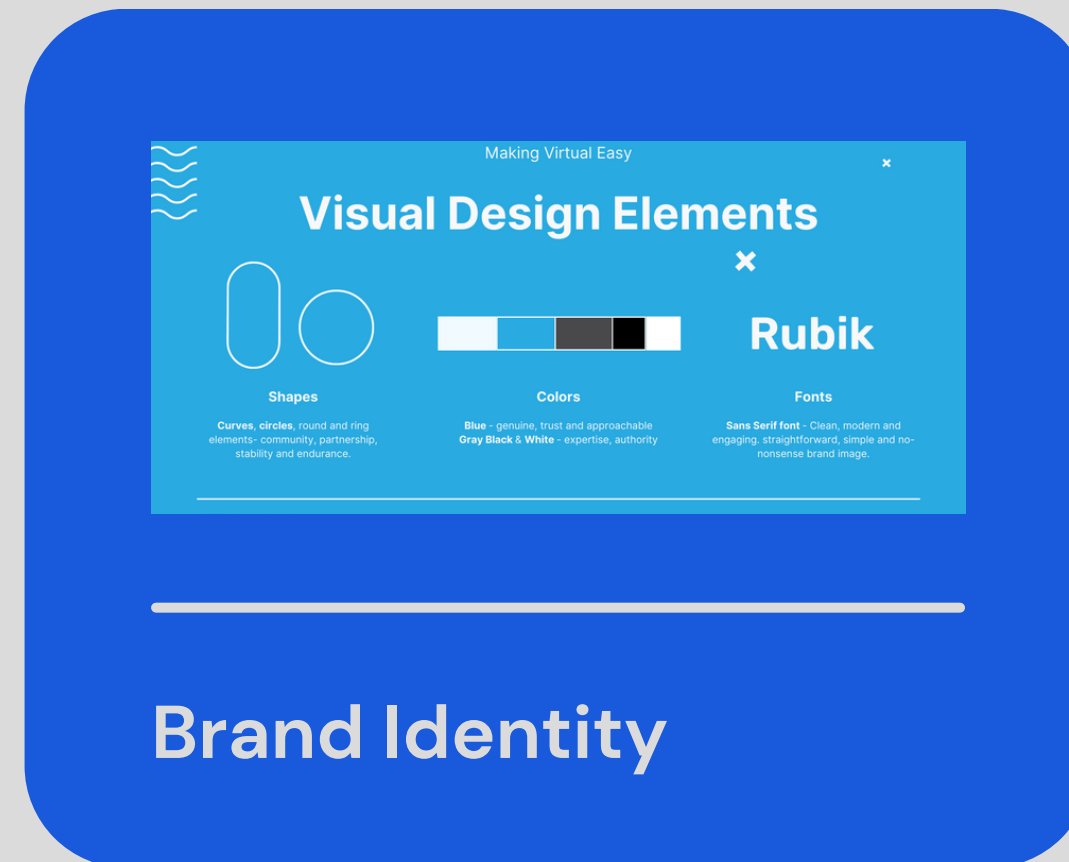
Marketing Collateral Design



Personal Branding



Logo & Brand Identity Design



Client :
Making Virtual Easy

The project aimed to create a new brand identity that would effectively communicate the agency's professionalism, trustworthiness, and expertise in the industry. The objective was to position Making Virtual Easy as the top-of-mind and go-to training provider for those aspiring to start a virtual assistant career.

Marketing Collateral and Packaging Design



Marketing Collateral



Packaging Design



Global Event

Client :
Bioskin Philippines

The marketing collateral and product packaging designs played a significant role in the success of Bioskin Philippines at the Global Annual Investment Meeting. The eye-catching designs and consistent branding helped the brand stand out among competitors, resulting in increased brand recognition and interest from potential customers and investors.

Personal Brand Design



Logo Branding



Social Media Collateral



Marketing Collateral

Client :
The Investment Architect

The primary objectives were to promote brand loyalty, retain clients, and position The Investment Architect as the top-of-mind and go-to expert in the industry of personal finance and property investments.

Presented By
Edgard Salo



LET'S WORK
TOGETHER

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