

THEA BATHAN



I'm a visual designer with 5 years of experience in advertising and marketing. I've worked with clients from various industries including e-commerce, food and beverage, hospitality, tourism, sports, events, and education.

EXPERIENCES

WEB & GRAPHIC DESIGNER

June 2018 - Present
Enderun Marketing

Lead designer for the rebranding of the Enderun Group

Established the visual brand and identity guidelines for the Enderun Group

Conceptualizes and designs internal and external marketing materials (social media ads, GDN ads, EDMs, posters, flyers, brochures, and logos) for the sub brands of Enderun such as Enderun Colleges, Enderun Extension, The Study, and Enderun Conferences

Social media content creation for multiple brands

Work closely with internal departments in developing print & digital marketing materials

Advise on all design recommendations and/or issues and ensure all marketing collaterals are aligned to company's brand

Prepare working files of final artworks for digital/print/production

Design mockups and presentation materials for marketing campaigns

Worked on brands such as Ferrari Philippines, Guam Visitors Bureau, and Feliz Hotel Boracay

FREELANCE GRAPHIC DESIGNER & ILLUSTRATOR

2014 - Present

Clients include Bondi&Bourke, Fowlplay, Bramble Bakehouse, Winery Philippines, and DreamBig Events (Singapore, Philippines, India)

WEB & GRAPHIC DESIGNER

August 2016 - July 2018
vOffice Philippines Inc. & UnionSPACE.id

Developed a unique & strong visual brand identity for new businesses and products (logo design, brand guidelines, and etc)

Designed the logo and the overall visual brand & identity of UnionSPACE.id

Conceptualized and rendered different print and digital marketing collaterals (brochures, flyers, social media posts, web design, email newsletters, and etc) for vOffice Philippines, Indonesia, and Malaysia

Rendered mockups for printed materials and corporate products

Worked closely with the operations and sales team to develop collaterals

Advised on all visual/design recommendations and/or issues

FREELANCE JUNIOR ART DIRECTOR

October 2015 - December 2015
Ogilvy & Mather Manila

Conceptualized and designed marketing materials such as social media posts, web banner ads, posters, and billboards for brands such as Ogilvy & Mather Manila, Philippines Airlines, SM Department Stores, Cadbury, Cheez Whiz, and Eden

Rendered mockups of printed materials

EDITORIAL ILLUSTRATOR

May 2012 - April 2015
Benildean Press Corps

Conceptualized and rendered illustrations for different publications that were printed and posted online

GRAPHIC DESIGNER

January 2014 - June 2014
Student Media Congress 2014

Designed printed and digital marketing materials needed for the conference

EDUCATION

DE LA SALLE-COLLEGE OF SAINT BENILDE

2011 - 2015
Bachelor of Arts in Multimedia Arts

Honorable Mention Awardee

Benildean Press Corps Scholar

Illustrator for the Benildean Press Corps

Consistent Dean's Lister

Created an interactive comic about Francisco Baltazar's Florante at Laura as a thesis project

DLS-CSB MMA Awards 2015 Nominee for Best in Illustration and Branding & Identity

COLEGIO SAN AGUSTIN

2006 - 2011
Grade School & High School

Member of the Visual Arts Elective Class

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Lightroom
Adobe After Effects

Adobe Dreamweaver
HTML
CSS
Web Design
SketchUp

Art Direction
Visual Identity
Graphic Design
Illustration
MS Office

LANGUAGES

English - Fluent

Tagalog - Native

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