

## WORK EXPERIENCE



**Creative Artworker / Designer (Freelance)**  
PlayStation  
(London, UK – Remote)  
April 2022 – December 2024

*Part of Playstation's Creative Arts department.*

- Collaborated on upcoming titles and licensed merchandise, aligning with brand vision and market trends
- Created proprietary visual assets to enhance internal communications and brand advocacy
- Ensured all deliverables met technical, creative, and project standards
- Upheld corporate brand governance by enforcing style guide adherence across global platforms
- Localised and optimised marketing campaigns for digital and print, maintaining brand consistency across regions



**Art and Print Producer (Freelance)**  
Netflix  
(London, UK – Remote)  
August 2021 – February 2022

*Working on marketing campaigns of Netflix original EMEA and UCAN titles.*

- Transformed creative objectives into high-impact artwork for global campaigns
- Collaborated with global vendors to uphold artwork standards and guidelines
- Established, negotiated, and enforced technical and creative standards per Netflix guidelines
- Led media production and asset delivery across key art, localisation, rich media, mobile, and social creatives
- Streamlined production communication, ensuring alignment across agencies and internal teams



**Creative Artworker / Designer (Freelance)**  
PlayStation  
(London, UK – Remote)  
March – August 2021

*Part of Playstation's Creative Arts department.*

- Supported the branding development for Returnal, Death Stranding, and Horizon: Forbidden West
- Created master UI assets and oversaw global localisation
- Designed the Horizon website and created engaging social media content.
- Established brand and licensing guidelines for Horizon: Forbidden West



**Digital Designer (Freelance)**  
Mattel EMEA  
(London, UK – Remote)  
October – November 2020

*Leading global toy company including Barbie, Polly Pockets and Hot Wheels.*

- Developed multi-brand identities for Mattel
- Designed digital banner ads for e-commerce platforms, including eBay, Argos, and Amazon Brand Stores
- Created and maintained design templates for various retail channels
- Localised UK designs into Italian, German, French, and Spanish



**Brand Guardian / Senior Creative Artworker (Disney+, Marvel)**  
Once Upon A Time  
(London, UK)  
December 2017 – August 2020

*Fast-paced marketing agency that works on stuff people love.*

- Ensured brand consistency as a Brand Guardian for Disney+ and Marvel Studios
- Applied Disney+ brand guidelines and contributed to creative marketing strategies
- Designed ATL and BTL assets for various campaigns as well as events and store displays
- Led asset creation for the UK Disney+ launch, including OOH, print, digital, and event materials
- Managed and prepared print-ready assets for EMEA distribution, ensuring timely project delivery



**Artworker**  
Tjarks and Tjarks Design Ltd.  
(London, UK)  
January 2017 – December 2017

*Packaging design agency for ALDI private label brands around the world.*

- Designed print-ready POS and packaging artwork for food, toiletries, and home products, ensuring brand consistency
- Managed print production processes, including spot plate creation for specialised finishes
- Worked closely with cross-functional teams to optimise project outcomes
- Introduced a new workflow system, enhancing team productivity



**Creative Artworker / Designer / Artist (Freelance)**  
(London, UK)  
January 2016 – January 2017

*Freelancing with different advertising and design agencies such as Karmarama, Iris Worldwide and Tjarks and Tjarks Design Ltd.*

- Designed artwork for Costa's EMEA Christmas campaign
- Supported successful pitch presentations for Unibet and First Direct Bank
- Executed 360° campaigns for Honda, Plusnet, and Robinsons across print, web, and direct marketing
- Hosted a solo exhibition of theatrical artwork at the Menier Gallery



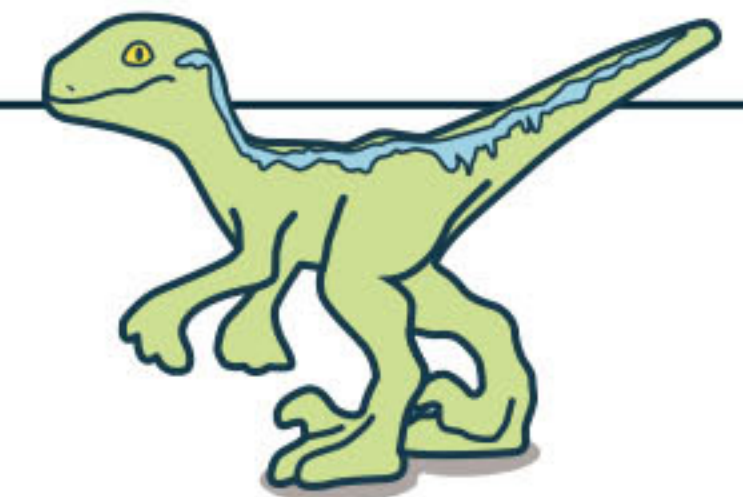
**Creative Artworker (Disney Team)**  
ASG Worldwide  
(London, UK)  
July 2009 – December 2015

*Production agency creating home entertainment packaging and POS for the European market.*

- Developed Disney Home Entertainment packaging brand guidelines for outsourcing
- Collaborated with European teams on localised Disney projects
- Designed award-nominated UK campaigns for Disney Classics and Frozen Sing-Along (British Video Association Awards, 2015)
- Led production of the Pixar Collector's Box (UK & Germany), earning commendation from John Lasseter
- Created generic designs and localised title treatments for European markets
- Designed marketing materials, inserts, special packaging, and premium print finishes

**Creative and detail-oriented problem solver with a track record of delivering high-quality visual assets across digital, web, and print platforms. Passionate about combining creativity and technical expertise to drive impact across industries.**

**A strategic thinker and collaborative team player, I excel in dynamic environments. Eager to contribute my skills to an innovative team while pursuing growth and excellence in my next role.**



## EDUCATION



### Certificate in Marketing New York University (New York, USA)

June 2002 – December 2003

- Focusing on Strategy and Brand Positioning



### Bachelor of Fine Arts (Major in Advertising Arts) University of Santo Tomas (Manila, Philippines)

June 1994 – March 1999  
NARIC Reference Number:  
1941825760

**Awards: Cum Laude, Top 5  
of the Graduating Class and  
Dean's List**

- Developing strategic campaign concepts
- Analyzing demographics to effectively market products to target audiences
- Creating life drawings and paintings to enhance artistic skills

## SKILLS



### TECHNICAL SKILLS

- Adobe CC 2024
- MS Office
- Video editing
- Working with cutter guides and specs for artwork

### HARD SKILLS

- Production
- Artworking
- Graphic Design
- Localisation for Hebrew, Arabic, European and Asian languages
- Video editing
- Photo manipulation
- Illustration
- Packaging Design
- Retouching



### LANGUAGES

- English (Fluent)
- Filipino (Native)

### SOFT SKILLS

- Multi-tasker
- Creative thinker
- Organised / Planning
- Team spirit / Collaboration / People person
- Attention to detail
- Assertiveness
- Communication
- Self-motivated and responsible
- Solution-oriented
- Positive Attitude

## VOLUNTEER WORK & INTERESTS



Volunteered as a performer and celebrated athletic excellence before a global television audience as part of the Opening and Closing Ceremonies of the London 2012 Paralympic Games.

### INTERESTS

I constantly refine my artistic skills through personal projects, experimenting with different illustration mediums and creating unique LEGO art, including custom LEGO Dots portraits.

Beyond art, I love balancing creativity with my other passions—playing guitar and ukulele, immersing myself in films, and exploring new places whenever I can.

## COLLABORATORS & CLIENTS



- Apple
- PlayStation
- Netflix
- Microsoft
- Amazon Prime
- Autodesk
- Hewlett Packard
- MSN Messenger
- Canon
- Disney+
- Disney
- Marvel Studios
- Pixar
- Twentieth Century
- Warner Brothers
- EOne
- Universal Studios
- Viacom International
- Hits Entertainment
- 2K
- Scholastic
- Comedy Central
- Children's Television Workshop
- Mattel
- Hilton Hotels
- Mazda
- Honda
- Johnson and Johnson
- Unilever
- Nestle
- De Beers
- Del Monte
- Costa
- Plusnet
- First Direct Bank
- Unibet
- Aldi

## PERSONAL INFORMATION



### NATIONALITY

- British

Would love to hear from you. Kindly call me at 07858 363 326







**MARKETING CAMPAIGNS**  
Art and Print Producer

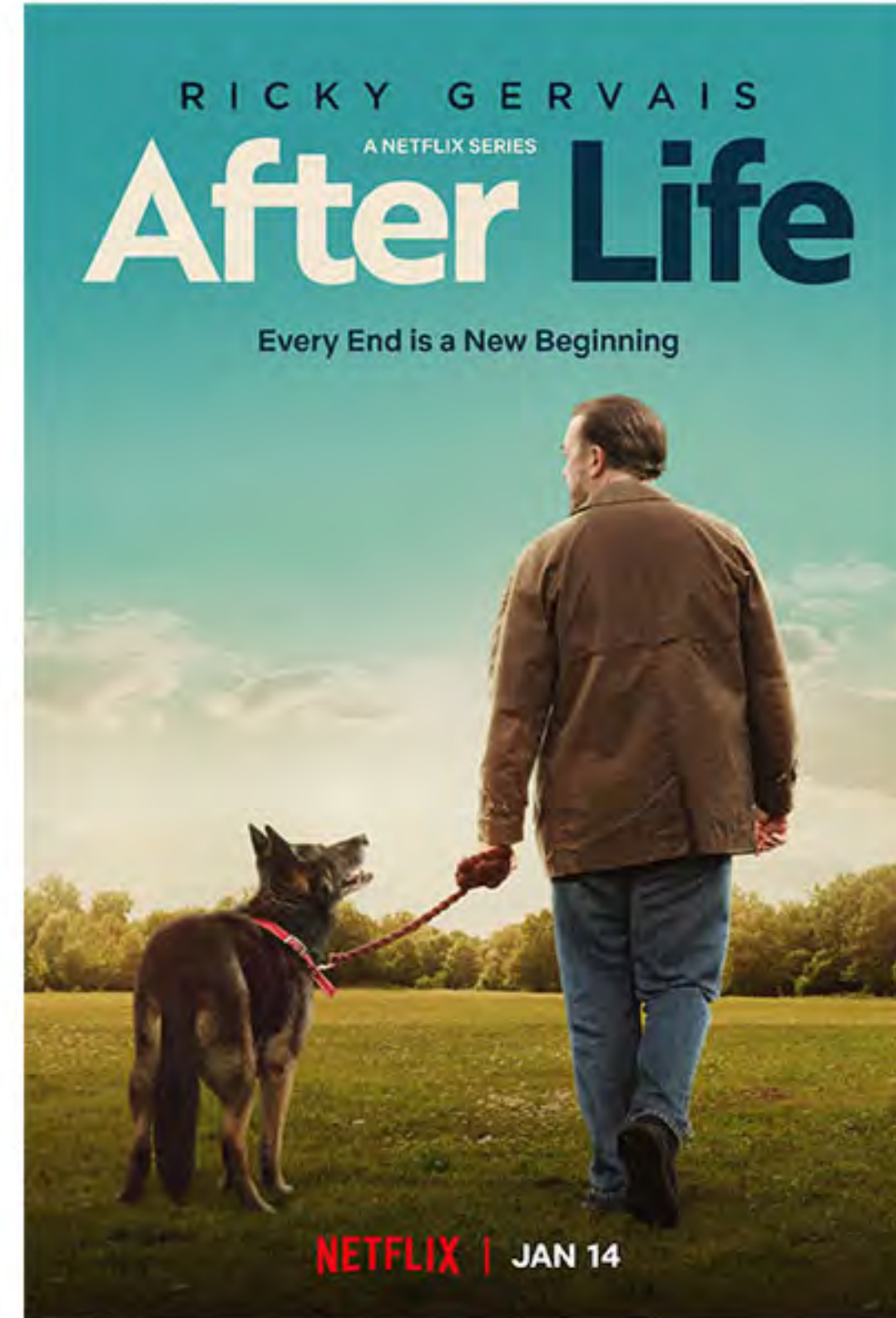
**Projects:**  
Various Netflix EMEA and UCAN titles  
for OOH and social media







DESIGN



FINISHED ARTWORK



DESIGN



FINISHED ARTWORK

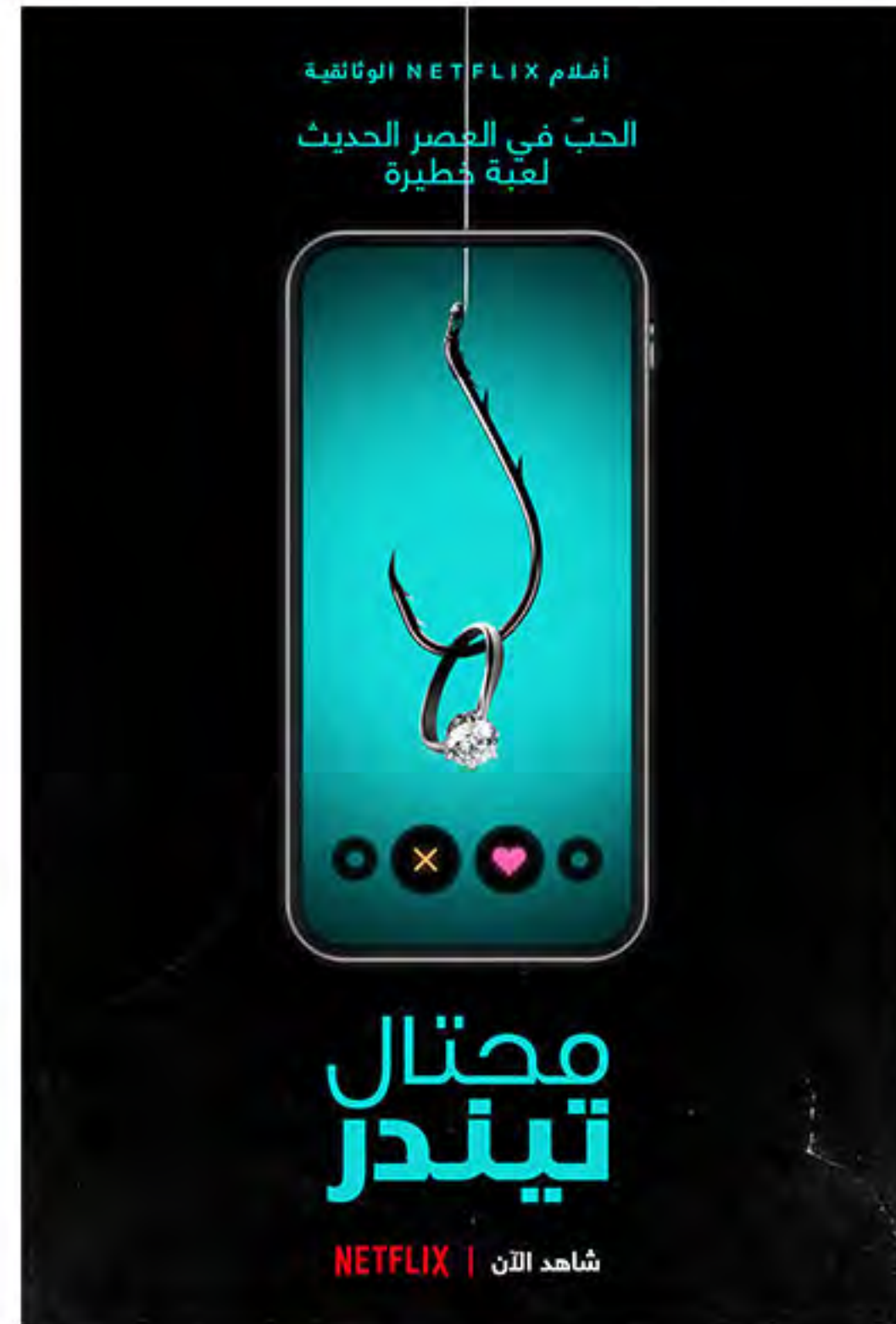
**MARKETING CAMPAIGNS**  
Art and Print Producer

**Campaign:**  
Netflix After Life  
Season 3

**Campaign:**  
Animal  
Season 1







**MARKETING CAMPAIGNS**  
Localisation Producer

**Projects:**  
Various Netflix EMEA and UCAN titles



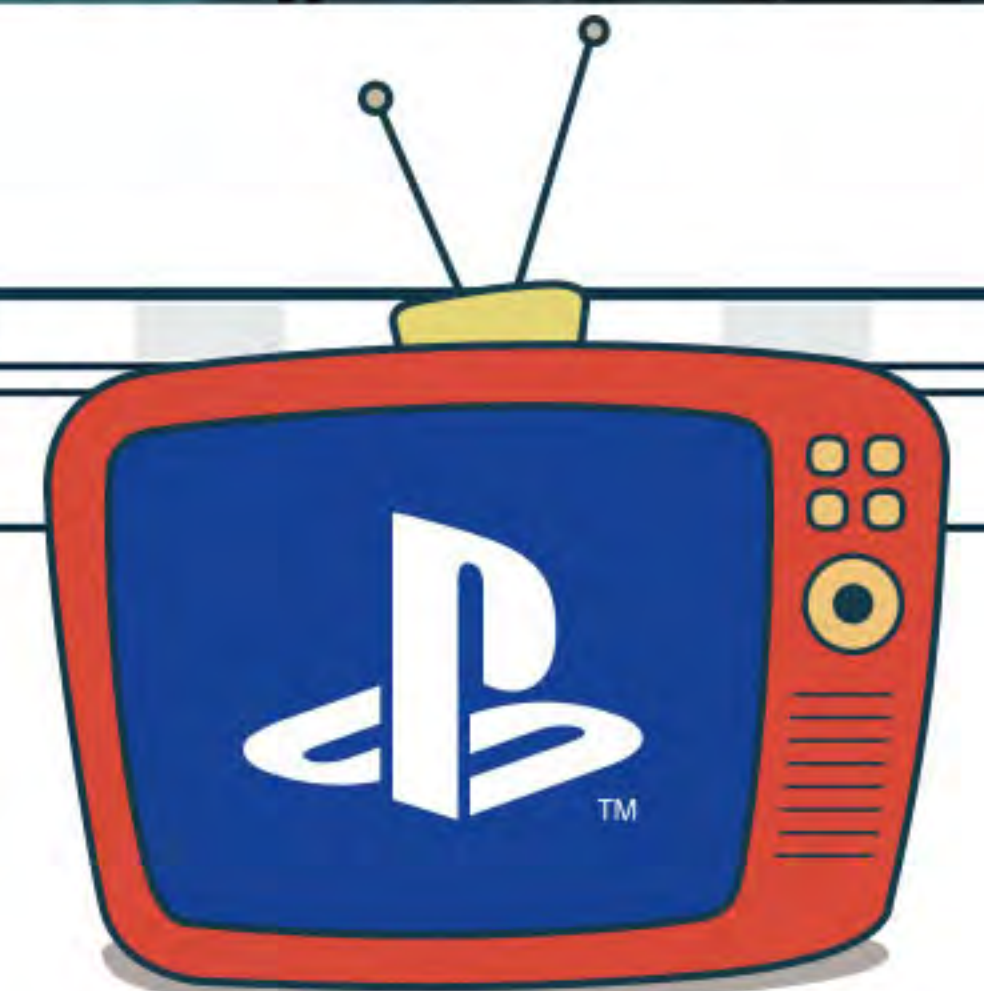




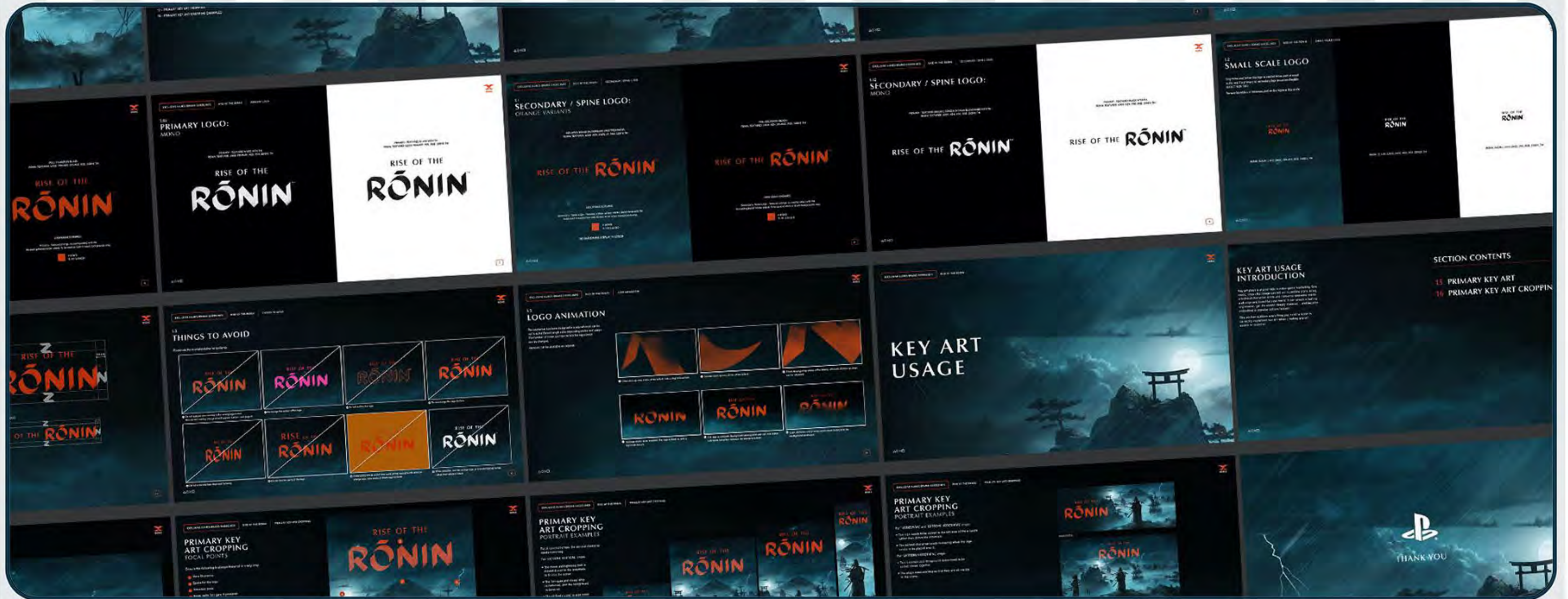
**MASTER ASSETS**  
Asset Creation and Adaptation

**Project:**  
PlayStation  
Guerrilla  
LEGO Horizon Adventures

**Project:**  
PlayStation  
Rise of the Ronin  
  
Clio Awards 2023  
Silver - Keyart  
Bronze - Logo Design







**MASTER ASSETS AND BRAND GUIDELINES**  
Asset Creation and Adaptation

**Project:**  
PlayStation  
Rise of the Rōnin

Clio Awards 2023  
Silver - Keyart  
Bronze - Logo Design





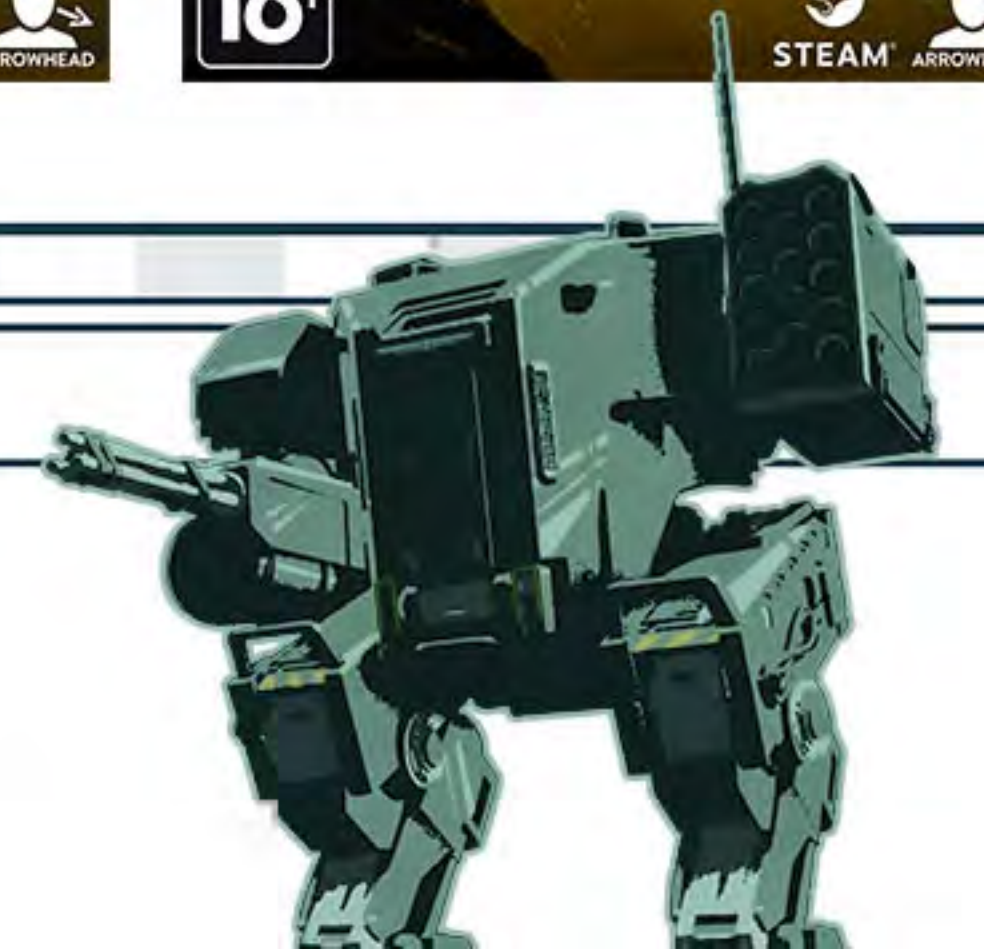


### SOCIAL TOOLKIT

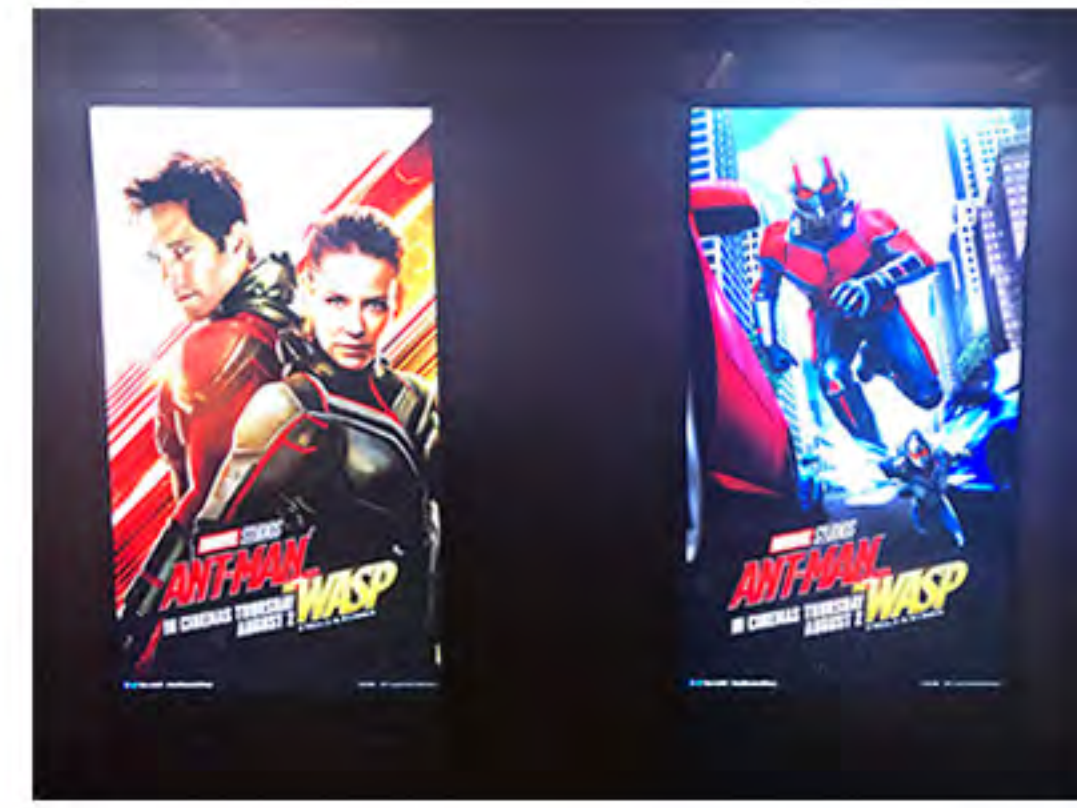
Asset Creation, Adaptation and Localisation

### Project:

PlayStation Arrowhead  
Helldivers II in various languages







**EVENTS**

Design and Artworking

Mini London Bus, Backdrops, Signages, Screens and Tickets

**Campaign:**

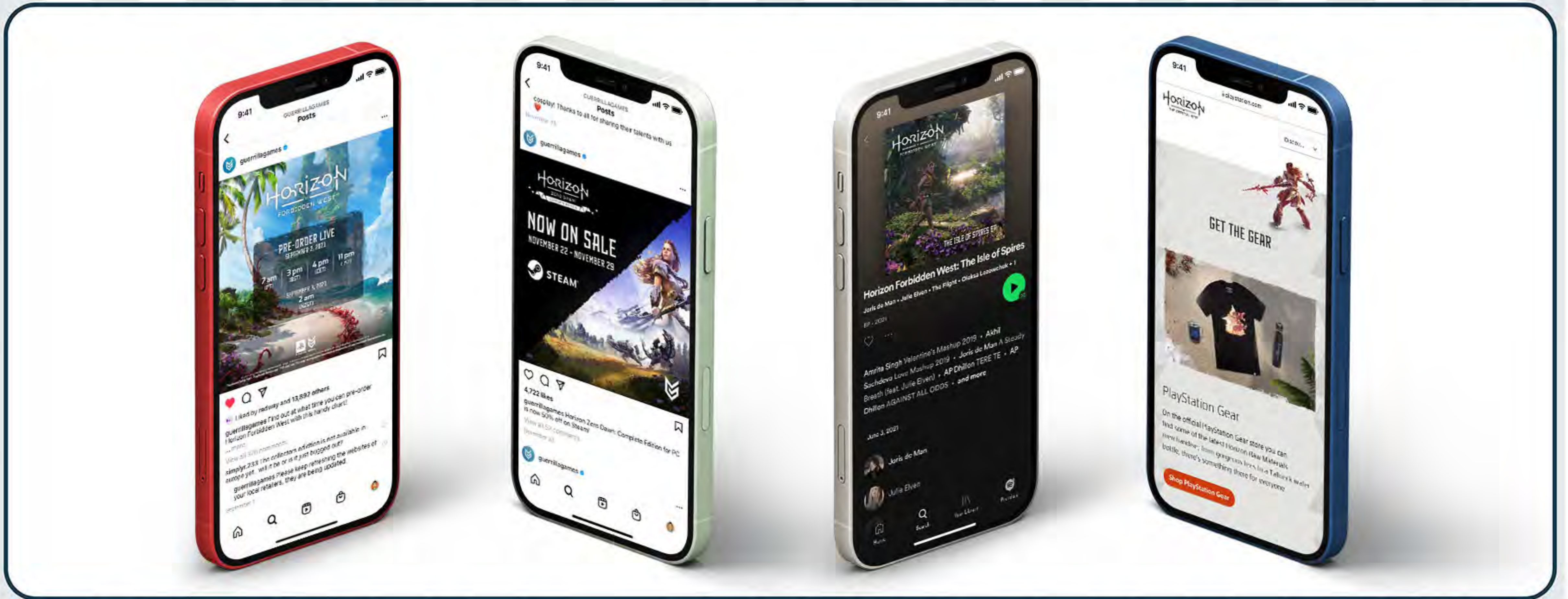
Marvel Studios Ant-Man and the Wasp  
Multimedia Screening

**Location:**

Leicester Square, London





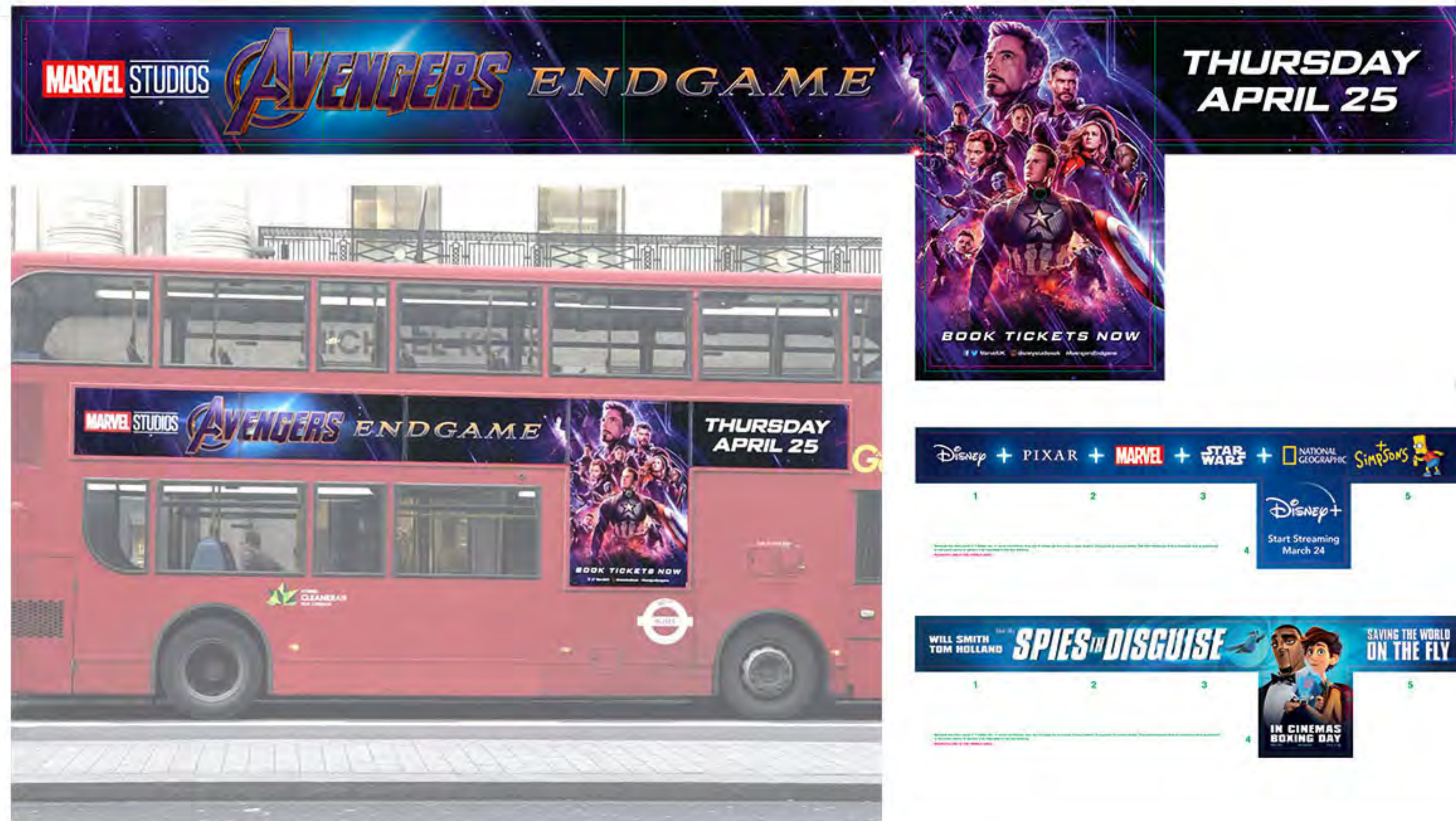


**SOCIAL MEDIA & WEB**  
Design

**Projects:**  
Horizon Forbidden West social media posts for different apps and website for both desktop and mobile







**BUS ADS**  
Design and Artworking

**Campaigns:**  
Marvel Studios  
Avengers Endgame

Disney+  
UK Launch Campaign

Blue Sky  
Spies in Disguise

**Location:**  
London







## NEWSPAPER & MAGAZINE ADVERTS

Design and Artworking

**Campaigns:**  
Disney+  
UK Launch Campaign

Marvel Studios  
Captain Marvel

Universal Studios  
The Secret Life of Pets 2  
Movie Night Campaign

