

# Grace de Luna

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## SUMMARY

I'm a highly skilled multimedia designer with nearly 9 years of professional experience. I specialise in creative and developing brand identity, design strategy, and creative content. Through my expertise, I bring concepts to life and deliver impactful designs that resonate with audiences.

## SKILLS

Graphic Design	Creative & Art Direction	Layout Design	Fashion Styling
Photography	Videography	Branding	Adobe Creative Cloud

## EXPERIENCE

### Graphic Designer & Marketing Assistant (Professionals Real Estate)

Woolloongabba, Queensland, Australia / July 2023 – Present

- Provides designs and layouts for marketing collaterals for the company's offices across Australia
- Assists the Marketing & Design Lead in creating branded collaterals and advertisements for the company
- Provides design and content for the company's email marketing and social media accounts
- Assists the Digital Marketing Specialist with scheduling content for the company's social media and website

### Graphics & Communications Officer (Nueca Technologies, Inc.)

Naga, Camarines Sur, Philippines / June 2020 – April 2023

- Spearheaded the conceptualisation of highly successful marketing campaigns, leveraging innovative communication strategies and producing captivating visuals, branded content, and merchandise for eCommerce apps.
- Orchestrated the integration of comprehensive marketing strategies to enhance the overall app experience, resulting in increased user engagement and retention.
- Successfully managed multiple social media accounts, executed impactful events, and implemented activities that significantly augmented brand awareness and fostered substantial growth in social media following.

### Brand & Digital Marketing Specialist (Belavenir, Inc.)

Naga City, Camarines Sur, Philippines / October 2019 – March 2020

- Conceived and delivered compelling branded creative content, encompassing photography, videos, graphics, and articles, across various print and digital platforms for diverse brands under the company's umbrella.
- Oversaw all aspects of operations for a curated tour activity focused on culinary and cultural tourism in Bicol, facilitating authentic and memorable experiences for visitors.

### Merchandising & Brand Supervisor (Bigg's, Inc.)

Naga City, Camarines Sur, Philippines / June 2018 – October 2019

- Pioneered innovative marketing campaigns for fast-casual dining establishments, driving customer acquisition and loyalty.
- Cultivated valuable relationships with organisations, institutions, and professionals, forging fruitful partnerships and facilitating streamlined production processes.
- Demonstrated expertise in managing social media accounts, organising successful events, and providing creative direction for impactful visual merchandising strategies.

## **Freelance Creative**

Manila, Philippines / February 2018 – May 2018

- Provided comprehensive artistic direction for diverse campaigns, catering to renowned clients such as Converse Philippines, Bench Clothing, SM Supermalls, Universal Records Philippines, RiaRecommends.com, ABS-CBN Publishing, and The Philippine Star, among others.
- Executed a wide range of creative projects, including brand identity development, fashion styling, photography, video direction, and content creation for social media platforms.

## **Graphic Artist for Scout Magazine** (Hinge Inquirer Publications, Inc.)

Makati City, Metro Manila, Philippines / March 2016 – January 2018

- Held full responsibility for all visual and design-related aspects of the magazine and its corresponding platforms, including print, digital, experiential, and merchandise.
- Developed captivating magazine layouts, crafted art direction for features, produced visuals for the website, and created illustrations and photographs when necessary.
- Ensured the brand's consistent representation through advertising partnerships, events, and marketing activities, enhancing its overall presence and impact.
- Demonstrated exceptional performance and leadership skills, progressing to a senior role in 2017, after consistently delivering outstanding results.
- Pioneered engaging social media activities that significantly elevated the publication's digital visibility and substantially increased its social media following.
- Spearheaded a comprehensive redesign of the magazine's overall visual identity, injecting fresh and modern elements while maintaining its core essence.

## **Assistant Art Director for Cosmopolitan Magazine** (SH Publications, Inc.)

Mandaluyong City, Metro Manila, Manila / July 2015 – December 2015

- Collaborated closely with the Art Director to align page planning and thematic concepts for each issue, resulting in visually cohesive and compelling magazine editions.
- Led art direction efforts for features, designed magazine pages, and contributed illustrations and photographs to enrich the content.

## **Graphic Designer for Status Magazine** (Status Media Group)

Makati City, Metro Manila, Philippines / September 2014 – March 2015

- Collaborated closely with the Art Director to develop engaging page layouts and thematic concepts for each issue, elevating the magazine's visual appeal and editorial quality.
- Demonstrated versatile skills in art direction, magazine page design, print proof checking, website visuals, and photography, fostering a seamless and captivating reader experience.
- Spearheaded the successful transition of the magazine's layout and design as it evolved into a digital format, preserving its essence while adapting to changing media landscapes.

## **Video Intern** (United Nations Development Programme – Philippines)

Philippines / September 2013 – October 2013

- Traveled extensively throughout the Philippines to capture compelling footage for a documentary highlighting the efforts of youth volunteers in diverse communities.
- Demonstrated exceptional attention to detail in setting up locations, framing camera angles, briefing subjects, and shooting high-quality videos, contributing to the successful production of the documentary.

## **EDUCATION**

### **Master of Design** (Griffith University)

Brisbane City, QLD / March 2024 - Present

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

Manila, Philippines / 2010 - 2015

## **REFERENCES**

*Available upon request*