


allison ortega

GRAPHIC DESIGNER

 allisonortega.com

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 Ontario, Canada

EDUCATIONAL BACKGROUND

Humber College

Diploma in Advertising & Graphic Design
September 2022 - Present
Toronto, Ontario

Saint Louis University

Bachelor of Arts in Communication
June 2011 - June 2015
Baguio City, Philippines

ACHIEVEMENTS

- **Consistent honour student** from first to second year.
- **Longslice Brewery x Toronto Zoo partnership team winner** for crafting new label and can designs for brands' collaboration.

TECHNICAL SKILLS

- Adobe Creative Suite
- Figma
- Microsoft 365

An experienced Graphic Designer in the advertising and entertainment industry who braved the world to pursue my passion for digital art and design. With aspirations of specializing in branding and package design, I have a flair for crafting visually compelling narratives. My exposure to multiple cultures enables me to easily grasp the needs and preferences of diverse customer bases, a skill that proves invaluable in marketing and product development.

PROFESSIONAL EXPERIENCE

Advertising & Promotions Coordinator

Star Creatives, ABS-CBN Corp.

October 2021 – July 2022 | Manila, Philippines

- Developed advertising strategies by collaborating with the marketing teams to analyze target demographics to tailor advertising campaigns effectively for television series.
- Created promotional materials which increased viewership, engagement, and overall awareness of television series that hit 4.9% rating.

Freelance Multimedia Designer

Digital Doughnut Manila

October 2021 – July 2022 | Manila, Philippines

- Rebranded food and beverage businesses by developing new marketing strategies to increase brand awareness.
- Generated visually engaging and interactive content across Instagram and Facebook weekly which increased 10-30% monthly sales for the businesses.

Freelance Graphic Designer

Black Sheep, ABS-CBN Film Productions Inc.

December 2020 – April 2021 | Manila, Philippines

- Planned and developed captivating promotional materials and visual assets such as teaser posts and videos that helped ignite anticipation and buzz for an indie film.
- Created effective marketing for the indie film that helped popularize new actors which resulted in them being nominated for various awarding bodies.

Graphic Designer

Star Cinema, ABS-CBN Film Productions Inc.

November 2020 – July 2022 | Manila, Philippines

- Created eye-catching promotional materials for films and television series that boosted viewership and garnered multiple awards.
- Collaborated with marketing and production team to develop creative concepts for effective campaigns.