

# Bernadette Luzed B. Caisip

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I am Bernadette Luzed B. Caisip, a Graphic Designer, with a passion for **crafting meaningful and engaging digital experiences**. I believe that great design goes beyond just aesthetics, focusing on intuitive and dynamic interactions that resonate with users. Creativity and attention to detail drive my work at every stage of the design process. I enjoy exploring new ideas and pushing the boundaries of traditional design to create fresh, innovative experiences.

## WORK EXPERIENCE

### Interactive Designer

October 2023 — Present

Carbondigital Inc. | Advertising Agency

- Create engaging content for diverse clients
- Market digital content across multiple platforms
- Develop creative strategies for social media
- Boost online brand presence
- Drive measurable growth for brand presence

### Content Creator

November 2021 — Present

Content Creator | Brand Collaborations

- Creating Social Media Contents
- Produce videos for various brands
- Manage affiliate social uploads
- Boost online brand presence
- Increase audience engagement consistently

### Thunderbird Philippines

Year 2025

Content Creator | Videographer and Editor

- Creating Social Media Contents
- Promote brand marketing campaigns
- Build strong brand awareness
- Connect with game fowl breeders
- Promote champion-trusted products
- Drive nationwide online engagement

### SM Supermalls

Year 2025

Content Creator | Videographer and Editor

- Creating Social Media Contents
- Promote brand marketing campaigns
- Highlight unique mall experiences
- Strengthen digital brand presence

## Department of Public Works and Highways

Year 2022

On-the-Job training (OJT) | Statistics Division, Planning Service

- Business Analyst
- Creating Visual Representations of documents
- Content Researching for presentation contents
- Evaluating processes and requirements
- Conducted a research and analysis to come up with a solution based on the given documents

## REX Bookstore, Quezon Avenue, Quezon City

Year 2019

Work Immersion | Computer Department

- Collaboration and Organization of Team's presentation
- Video Presentation for formal Meetings
- Content Researching for presentation contents

## EDUCATION

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### University of the East – Manila

Year 2023

Bachelor of Science in Computer Science

August 2019 - July 2023

Honors: *Cum Laude*

- School Year 2019 -2020 (College Scholarship Awardee)
- School Year 2022-2023 (Academic Exemplary Performance Awardee)

### Immaculate Conception Cathedral School

Year 2019

Senior Highschool Level

- Outstanding Academic Performance | With Honors

### Immaculate Conception Cathedral School

Year 2017

Secondary Level

- Outstanding Academic Performance | With Honors

### Immaculate Conception Cathedral School

Year 2012

Primary Leve

## SKILLS

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- Adobe Photoshop
- Computer Literate
- Figma
- Capcut Pro
- Adobe Premiere
- Website Design and Development HMTL/CSS
- Image Editing & 3D Editing
- Social Media Knowledge: Instagram, Facebook, Twitter, Tiktok, Youtube
- Communication Skills
- Leadership and Decision Making
- Collaboration and Organization
- Proficient in Microsoft Applications

## PROJECTS MADE/CONTRIBUTED

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### **Zoovia: Effectiveness of Augmented Reality as a way of Learning against Traditional Learning.**

- It is a mobile Augmented Reality (AR) application that showcases the different kinds of animals native around the world in an animal trivia application named “ZooVia”. (*Thesis 2023*)

## WEBINARS/SEMINARS

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<b>Trend Micro</b> <i>Introduction to Careers in Cyber Security</i>	August 26, 2021
<b>Community Ignite talks</b> <i>Extending Reality: Applications of AR/VR in Game Development and Tourism</i>	October 14, 2021
<b>Tech Tutor</b> <i>The New Digital Life</i>	October 30, 2021
<b>Trend Micro</b> <i>Introduction to Kubernetes</i>	September 30, 2021
<b>Community Ignite</b> <i>Optimizing AR/VR for Extended Education and Game Development</i>	October 14, 2021
<b>IGDA OF THE EAST</b> <i>3D Virtual World Building</i>	March 10, 2022