



CLARK MODEQUILLO

Graphic Designer

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EDUCATION

2017-2021

Talisay City Science High School

2021-2023

University of San Jose-Recoletos
TVL - ICT

2023 - 2027

Cebu Institute of University-
Technology
BS Computer Science

SKILLS

Graphic Design

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Collaboration

Teamwork

Typography

EXPERIENCE

FREELANCE GRAPHIC DESIGNER **Clark Visuals**

2020-2022

- Designed custom shirt graphics for various clients, showcasing unique and creative concepts
- Developed publication material (pubmat) layouts
- Created YouTube thumbnails, optimizing visuals for digital platforms
- Designed logos ranging from corporate to esports categories

LAYOUT ARTIST **Josenian Aksyon party list**

2021

- Designed political pubmats and promotional graphics for Josenian Aksyon, a school political party
- Developed visually compelling materials to support political campaigns and initiatives
- Collaborated with the team to ensure cohesive branding and inform the student body during elections

ASSOCIATE CREATIVE DIRECTOR **The Josenian Premier**

2021 - 2022

- Corrected layout errors in various publications, ensuring consistent design quality and adherence to branding guidelines
- Created layouts for school publications such as magazines, newsletters, and pubmats
- Brainstormed design concepts with the Creative Director, contributing to the creative direction and aesthetic vision of the school's official publication
- Collaborated with editorial teams, aligning visual design with written content to create cohesive and compelling stories
- Reviewed and refined drafts, providing detailed feedback on design elements to optimize readability and engagement
- Assisted in publication planning by contributing creative input during the production phases for major school events and issues
- Supported junior designers, offering guidance on layout techniques and ensuring their work met the publication's standards

CREATIVE DIRECTOR **The Josenian Premier**

2022 - 2023

- Oversaw the entire creative process for all school publication materials, ensuring high-quality output across magazines, newsletters, promotional layouts, and videos
- Developed and implemented color schemes and layout styles for publication materials, ensuring consistency and brand alignment
- Directed creative teams through regular meetings, monitoring progress and providing guidance to ensure deadlines and standards were met
- Led the design and production of promotional materials, including layouts for events and videos, enhancing the visual representation of the school
- Planned and managed design strategies, setting the creative vision for each publication to align with the school's goals
- Collaborated with other departments, ensuring that design elements aligned with the messaging and objectives of the publication
- Supervised and mentored junior designers, offering feedback and direction to enhance their skills and align their work with the publication's standards
- Evaluated final designs before publication, ensuring that all creative elements met the required visual and branding standards before release

SOCIAL MEDIA MANAGER - LAYOUT ARTIST **Basilica Minore Del Santo Niño 2023 Media Volunteer**

2022 - 2023

- Collaborated with fellow Social Media Managers to manage postings and updates during Sinulog 2023, ensuring timely and engaging content
- Designed post templates, making it easier to streamline the social media content creation process during the festival
- Selected and curated photos for social media posts, enhancing visual storytelling and audience engagement
- Assisted in coordinating social media efforts, contributing to a cohesive online presence during one of the largest religious events in the country
- Ensured consistency in branding and visual presentation across all posts during the event

PROJECTS

THE JOSENIAN PREMIER MAGAZINE - VOLUME 6, ISSUE 1

Associate Creative Director

THE JOSENIAN PREMIER MAGAZINE - VOLUME 6, ISSUE 2

Associate Creative Director

THE JOSENIAN PREMIER NEWSLETTER - ACADEMIC YEAR 2022-2023

Associate Creative Director

THE JOSENIAN PREMIER MAGAZINE - VOLUME 7, ISSUE 1

Creative Director

USJ-R SHS TVL DAYS - BYAHE TA BAI

Lead Layout Artist

USJ-R SHS DAYS 2023

Layout Artist