

JC SISON

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EDUCATION

University of Hawaii - West Oahu

Bachelor's Degree in Creative Media

Kapolei, HI

December 2016

DigitalMarketer

Certified Customer Value Optimization Specialist

Online Certificate

March 2020

WORK EXPERIENCE

JC Sison Digital

Freelance Digital Designer

Remote

2017-Present

- Built wireframes, mockups and developed landing pages and websites and creatives for various campaigns and further improved them for optimal results for multiple clients in various niches.

XPND Interactive

Digital Designer

Portland, OR

February 2021-Present

- Reports to the Head of Digital to ensure alignment of the work with creative briefs and timelines.
- Collaborated with the digital marketing team in producing high-engaging creatives for multiple client campaigns.
- Created a library of over 200+ templates for still and animated ads and systematized its production clients which resulted in spending less time in production and more time in strategizing new plans for marketing.
- Provide thoughtful rationale and direction for design choices and approaches to ensure that every detail produced is inline with clients' brand identities.

Marukai Hawaii

Graphic Designer

Honolulu, HI

September 2017-June 2020

- Developed, produced, and maintained marketing and directional material.
- Designed and layout ad pages for Marukai's Japan-themed monthly newsletter, the "Irrashai."
- Developed and improved the team's proofing system and procedure by integrating the use of a third-party cloud-based solution. This saved about 40% of our time in turning in ads for revisions and approval.

Hon Graphics

Production Specialist

Honolulu, HI

May 2017-July 2017

- Assisted in the production of large format prints such as banners, posters, and signs.
- Performed quality control and other technical and support services.

Office of Language Access

Graphic Designer

Honolulu, HI

January 2016-December 2016

- Improved the user-experience of the agency's website. The updated website enabled users to navigate the site easily and find the resources they needed.
- Developed and produce informational materials for events and other promotional purposes;
- Developed and updated the look and feel of one of their "Annual Hawaii Conference on Language Access" program booklet. This was an upgrade to what the agency was using for a couple of years before hiring me.

LEADERSHIP EXPERIENCE

Freelance Movement Tribe

Tribe Leader

Remote

January 2021

- Volunteer Tribe Leader within the Credo Tribe (of the Freelance Movement Tribe) wherein I facilitated weekly online meetings with 17 group members; encouraged them through their freelance journey. Collaborated with other Tribe Leaders and Coaches to develop and strategize new ways in keeping and maintaining the community active.

SKILLS & INTERESTS

Skills: Web and Graphic Design | Typography | Web Development: Basic HTML/CSS, Wordpress, Shopify | Simple Video Editing | Creative tools: Adobe Creative Cloud (Photoshop, InDesign, Illustrator, XD), Canva, Figma, Bannersnack, Kapwing | Office Tools: MS Word, Excel, Powerpoint & Google Docs, Sheets, Slides, Drive)

Interests: Design Systems, Branding, Entrepreneurship, Self-Improvement, Digital Marketing