

# John Patrick Dulay

Brand Consultant  
Creative Director

Dynamic, creative, and passionate professional with over 18 years of progressive experience in art direction and creative leadership. Proven ability to establish a brand's presence, identify opportunities, and increase brand equity through innovative design visibility strategies, psychology principles, and captivatingly neat visuals. Highly skilled in both independent setting and team management, developing creative concepts, and fostering strong client relationships with a primary goal to improve and establish efficient design processes to bridge the psychology and creative gap between your target market and stakeholders.

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Scan to check out my portfolio via Google Drive or visit the link directly at <https://bit.ly/dulayportfolio>

## Work Experiences

### Intermediate Graphic Designer

Optum Inc. from 2024 to present

- Collaborated with instructional designers and subject matter experts to align visuals with learning objectives.
- Ensured all materials met brand, accessibility, and healthcare compliance standards.
- Produced SCORM-compliant assets and templates for LMS integration.
- Applied data-driven design principles to improve learner engagement and content retention.
- Managed multiple design projects while maintaining high quality and consistency.
- Utilized Adobe Creative Cloud, Figma, Storyline 360, and Microsoft 365 to create unified, scalable design systems for L&D programs.

### Brand Consultant • Creative Director

Freelance from 2015 to 2025

- Refined brand strategies for a variety of business scale and market segments with multinational companies.
- Defined insights and options for ideal market position, creative direction, and messaging integrated to the client's capabilities and target psychographics.
- Designed and art directed brand/visual identity systems, digital products, brand collaterals, and marketing materials for both print and digital publications.
- Directed photo, audio, and video productions for marketing campaigns and events from conceptualisation up to final output for local and remote settings.
- Successfully planned implementation and execution strategies with efficient budget allocation based on client's preferred target schedules.
- Provided insights and mentorship to different types of creatives, individual or group, to foster their skills, delivery efficiency, and career trajectory.

### Senior Graphic Designer

RealStores Pty. Ltd. (SuiteStudio Operations Inc.) from 2013 to 2015

- Worked closely with the client and marketing managers on concepts and directions to derive the ideal type of creative approach to each project.
- Created and established efficient processes and strategies to balance between workloads, campaign size, timeframe, value, and complexity of every project.
- Designed marketing collaterals, web pages, and e-mail newsletters.
- Efficiently delegated necessary tasks to intermediate level designers.
- Trained and reached out to junior designers for their personal and skill growth in line with their career trajectories and the goals of the business.

### Graphic Designer

MicroSourcing International Inc. (Kitchenware Direct) from 2012 to 2013

- Efficiently collaborated with the client, art director, and co-creatives, in developing creative concepts and approach of design executions.
- Designed quality brand logos, web & print marketing materials, e-mail newsletters, and image retouch for a leading e-commerce website.
- Successfully coordinated offshore production of instructional marketing videos.
- Produced original audio materials and handled post-production for brand marketing videos.
- Established fine-tuned processes and schedules of design related projects.

### Graphic Designer

Freelance from 2007 to 2012

- Prepared design concepts & proposals for print based projects.
- Designed brand logos, posters, artworks, and brand stationery materials.
- Created design templates of marketing materials and brand collaterals for different scales of businesses.

## Interests

Timeless Designs

User Experience

Psychographics

Psychological Patterns

Music Theories

Creativity

Mentoring

Business & Design

Market Trends