



Design Portfolio





Regyn Kimberly Casuela

Resume

REGYN KIMBERLY L. CASUELA

Olongapo City | regcasea@gmail.com | 0938-868-9310

EDUCATION

Gordon College, Olongapo City **2019 - 2021**
Science, Technology, Engineering, and Mathematics

Awards Received

- Dean's Lister (1st & 2nd Semester, A.Y. 2019-2020)
- Dean's Lister (1st & 2nd Semester, A.Y. 2020-2021)

Lyceum of the Philippines University, Manila **2021 - Present**
Bachelor of Arts in Multimedia Arts

Awards Received

- Dean's Lister (1st & 2nd Semester, A.Y. 2021-2022)
- Dean's Lister (1st & 2nd Semester, A.Y. 2022-2023)

EXPERIENCE

Starjobs Executive Search Corporation **December 2024 - March 2025**
Graphic Design Intern

TECHNICAL SKILLS

- Experienced in using Adobe Creative Suite including Photoshop, Illustrator, and Premiere Pro
- Proficient in Canva, Procreate, and Microsoft Office
- Worked on print design projects, including brochures, posters, and business cards
- Capable of designing packaging for various products
- Capable of designing brand logos

PERSONAL SKILLS

- A creative thinker and always eager to explore new ideas in design
- Possess good communication skills
- Able to prioritize tasks effectively
- Adaptable and can quickly adjust to new tools, technologies, and project requirements



Branding & Visual Identity

Logo Designs, Mock-ups, Social Media Pubmats

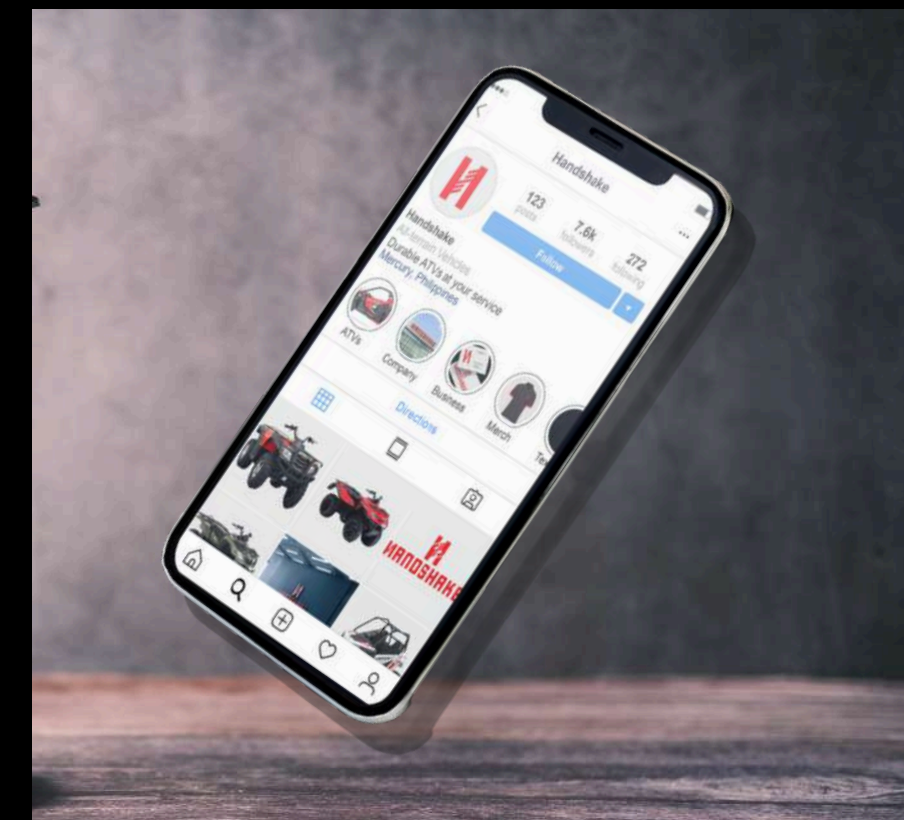
1. Handshake

About the brand:

We are a company that makes long-lasting all-terrain vehicles with an emphasis on durability. Our target audience is couples. We want to convey a sense of mystery, while at the same time being approachable.

About the design:

The logo for Handshake is designed with a bold red color to appeal to couples, the logo features a stylized handshake icon, symbolizing the brand's commitment to strong relationships and reliability. The handshake is subtly integrated with abstract tire marks, representing a feature of ATV. The overall design is simple yet abstract, balancing a sense of mystery with approachability, perfectly reflecting the brand.



2. Mad Brain Games

About the brand:

We are an international gaming and entertainment group focused on creativity and innovation. The company brings together professionals and industry-leading experts across all avenues in technology and entertainment. Our target audience includes young, global gamers and enthusiasts, with popular games appealing to kids and housewives.

About the design:

The logo features a brain and eyes that double as a gaming joystick, forming a head with a brain and face. The "M" shape represents "Mad" and gives the eyes an angry expression. The colors red and cyan are chosen for their relevance in the gaming industry—red for its attention-grabbing, passionate, and intense qualities, and cyan for its youthful, energetic appeal, aligning perfectly with the brand's identity and target audience.



3. Oasis Cafe

About the brand:

Oasis Cafe is a cozy coffee shop in Manila, offering a peaceful escape with expertly crafted drinks. We focus on providing "comfort in every cup," creating a warm, welcoming space for relaxation and connection. Whether for a quick break or a leisurely visit, Oasis Cafe is your go-to spot for comfort and quality.

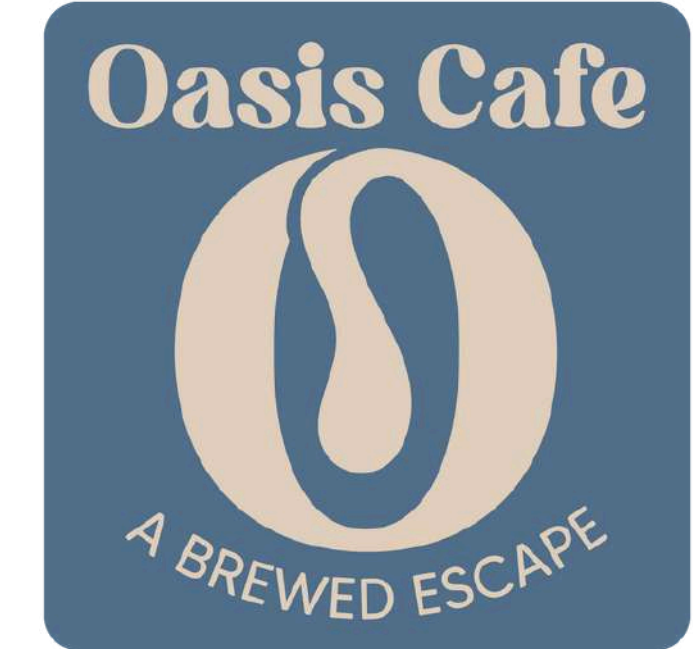
About the design:

The Oasis Cafe logo features a stylized "O" in "Oasis," designed to capture the cafe's serene and comforting vibe. The logo uses a soothing palette of blue and beige, symbolizing the tranquil, oasis-like atmosphere the cafe provides.



Welcome to Oasis Cafe
where a brewed escape awaits

Nestled in the heart of the city, Oasis Cafe is your perfect "brewed escape". Our cozy ambiance, coupled with the rich aroma of freshly brewed coffee and baked pastries, creates a haven for relaxation and connection.



4. Starjobs Executive Search Corporation

About the brand:

Starjobs is an mobile application that allows JOBSTERS (independent contractors, freelancers, relievers) connect to clients and principals that offer short-term and temporary gig engagement.

Facebook Pubmats

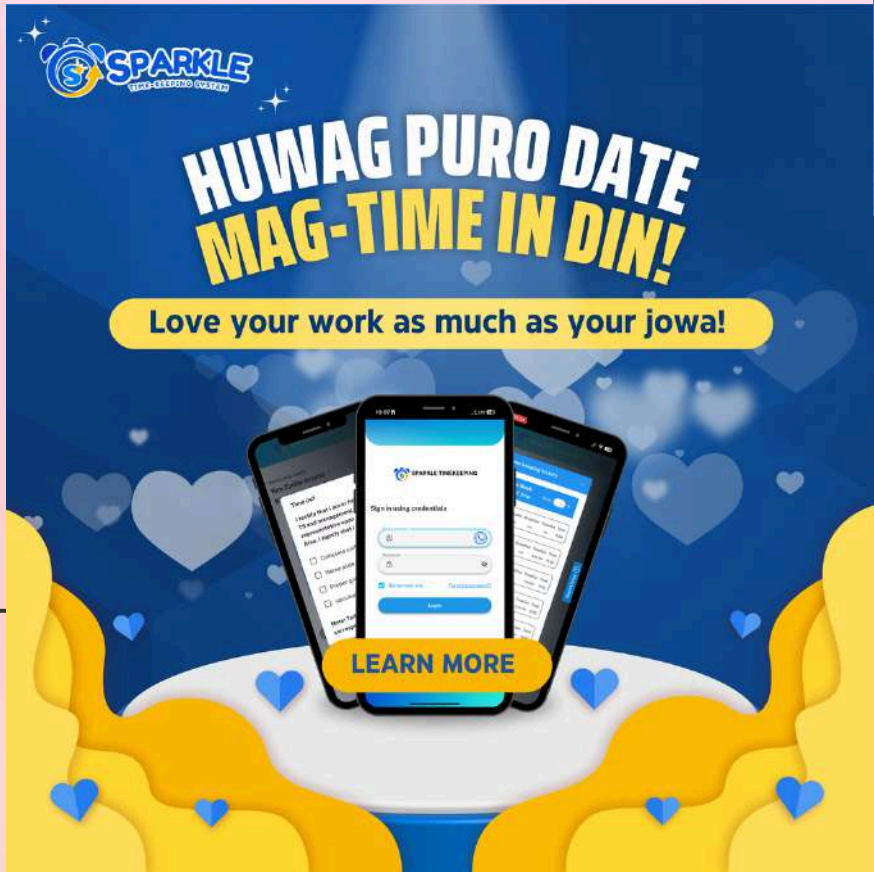
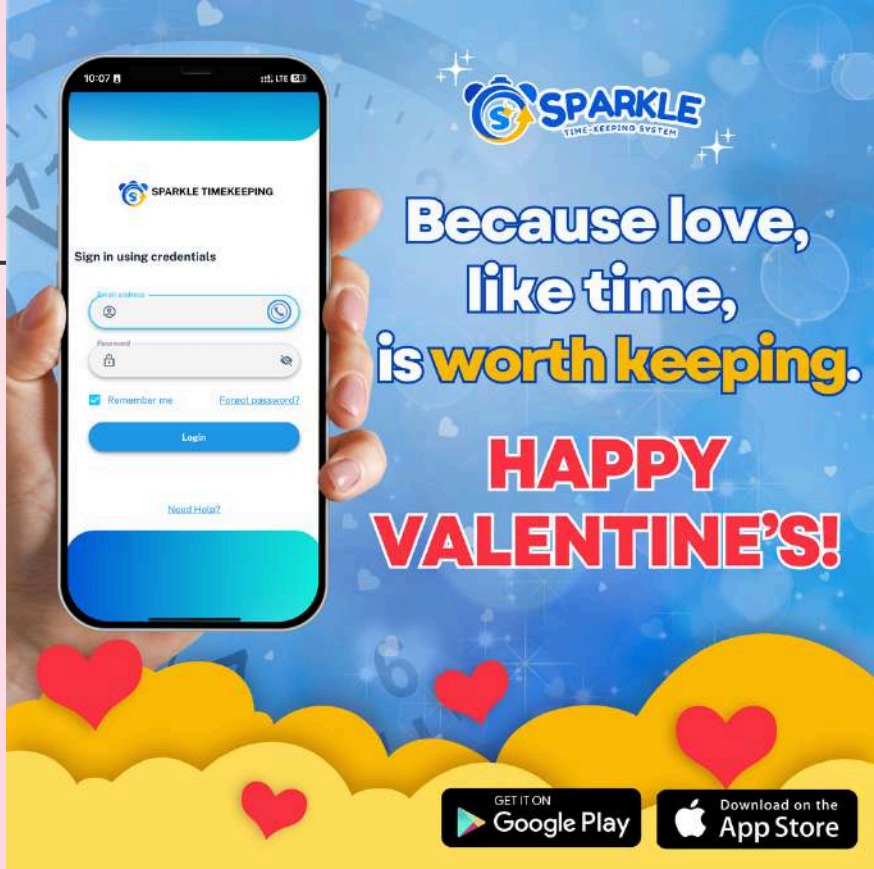



5. Sparkle Timekeeping

About the brand:

Sparkle Time Keeping is your all-in-one solution for managing employee attendance and work shifts. Easily clock in and out with a tap, track breaks, and generate QR codes for quick access. Designed for seamless shift management, it ensures accurate timekeeping, enhancing productivity and compliance. Perfect for companies of all sizes

Sparkle Time Keeping mobile application posters



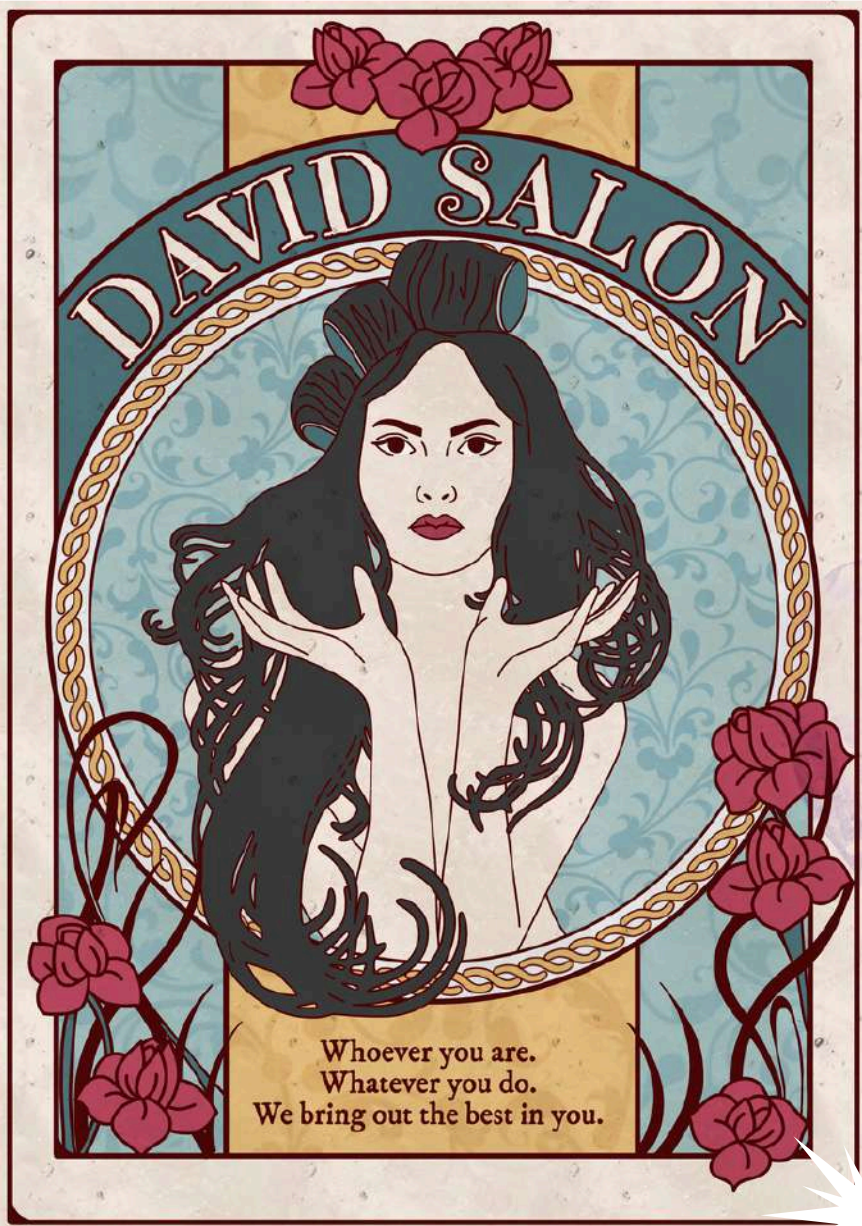


Graphic Design Posters

Typography, Layout Designs



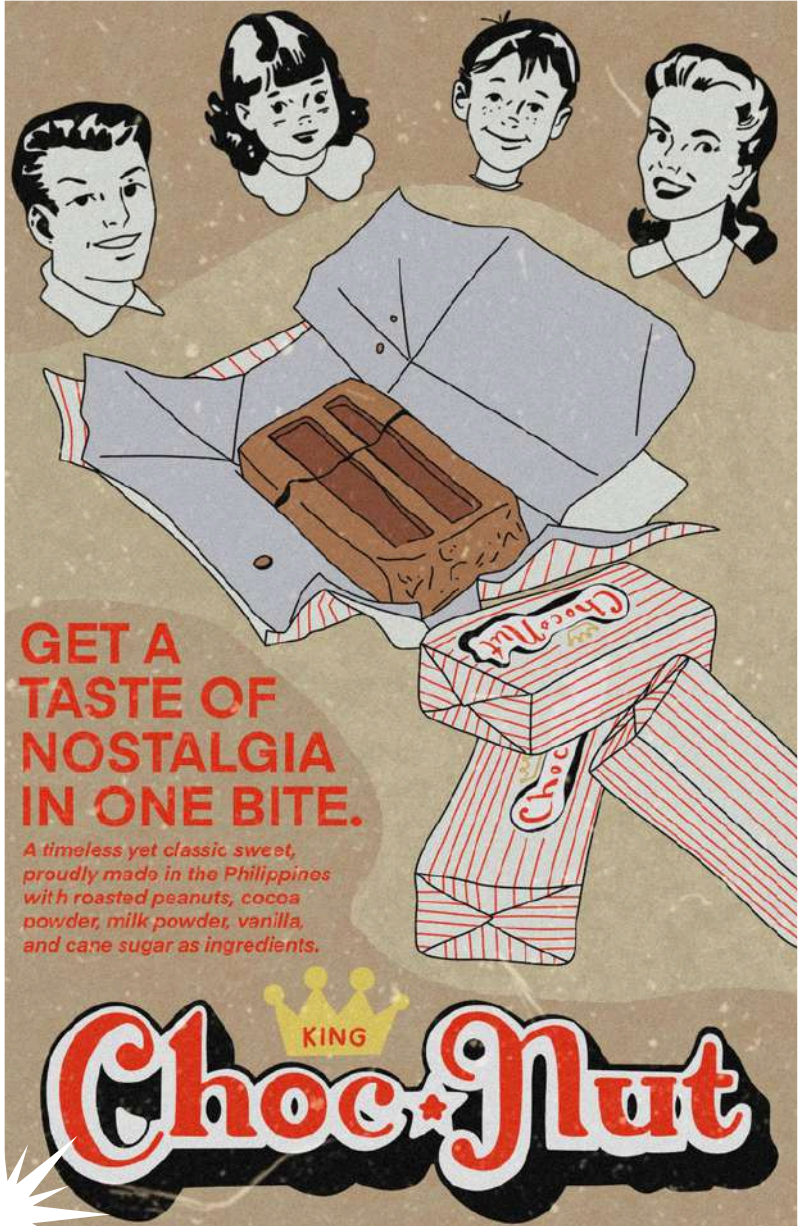
Psychedelic



Art Nouveau



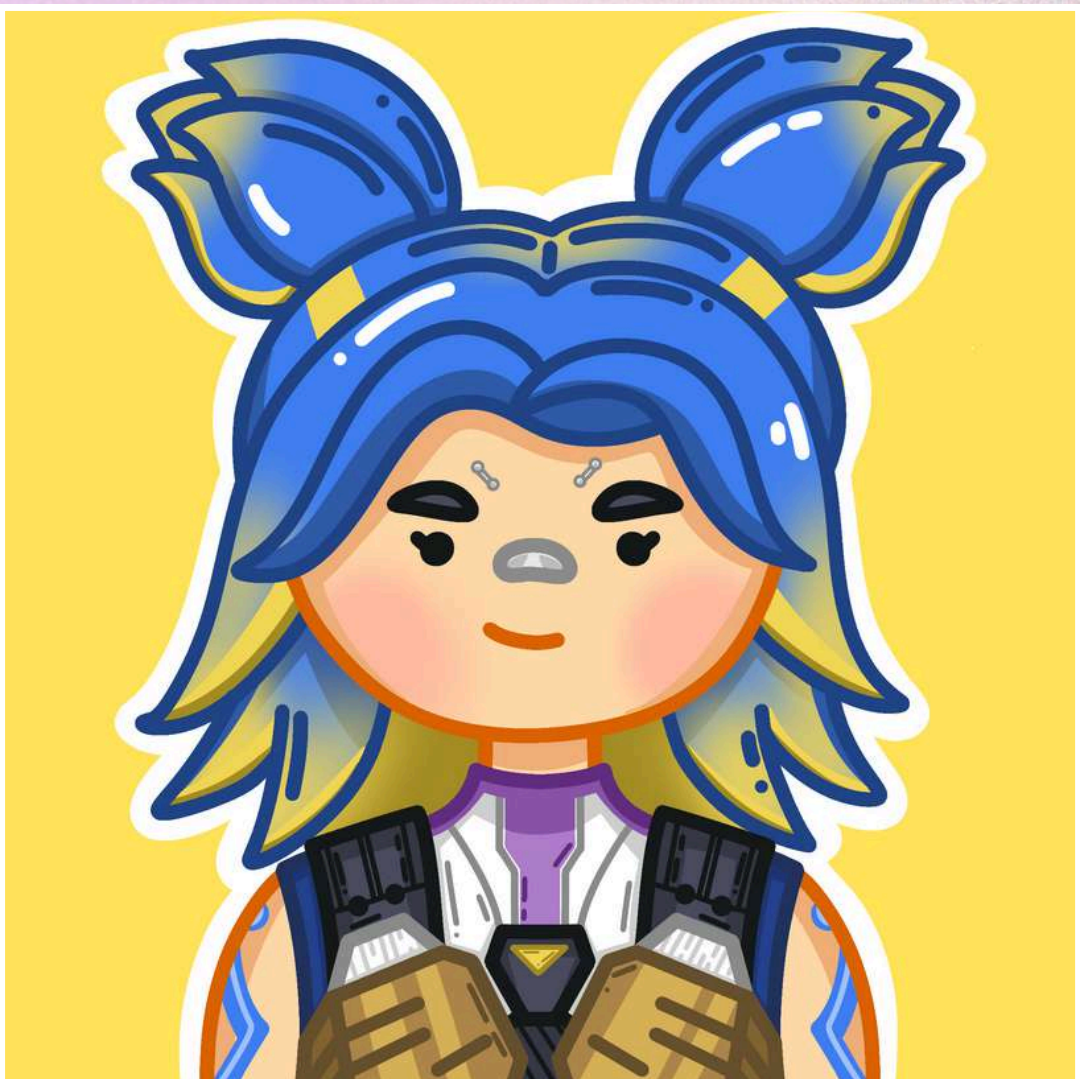
Constructivism



Consumerism

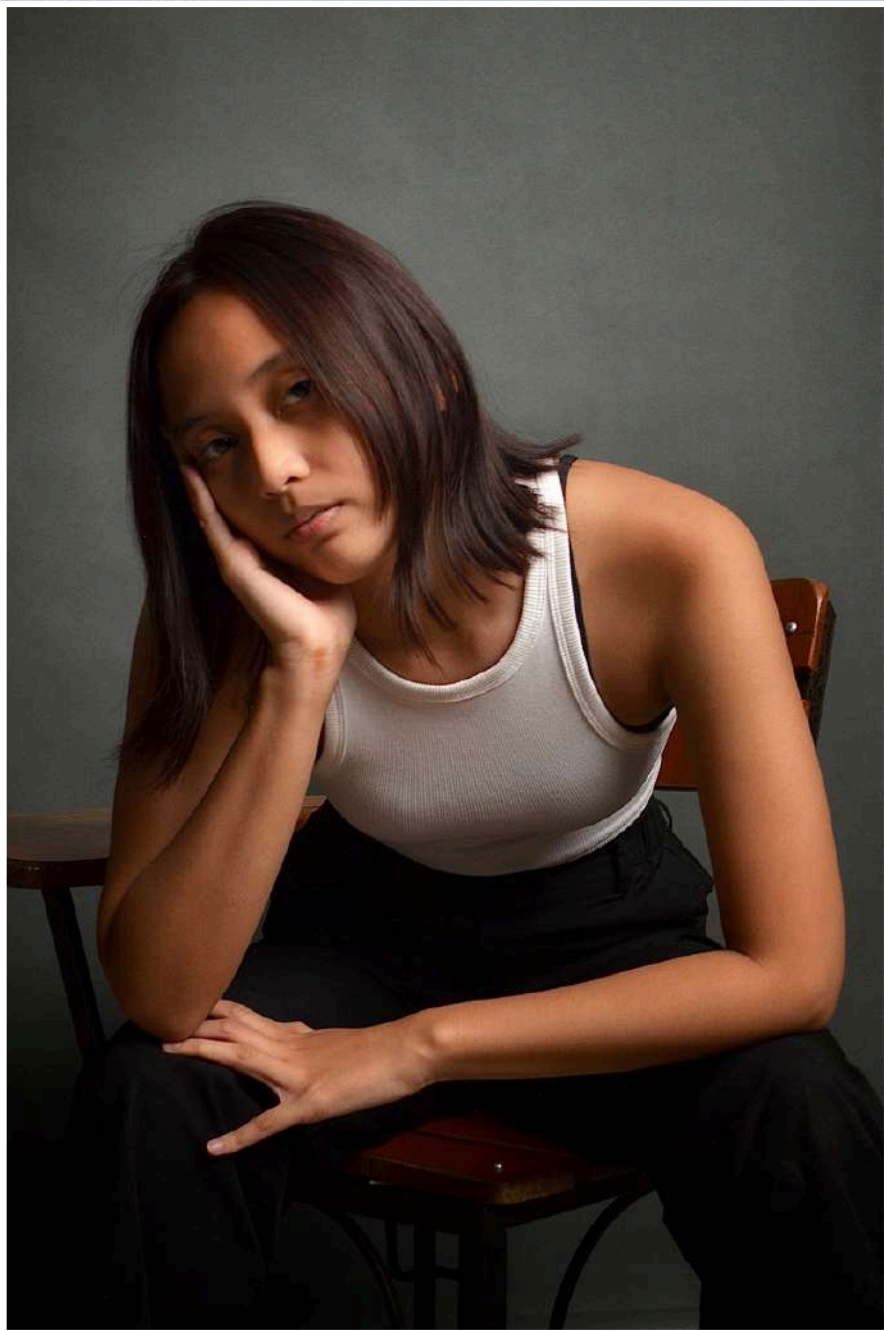


Digital Illustrations





Photography







THANK YOU!

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