



# KLARENCE SAN JUAN

## FREELANCE GRAPHIC ARTIST



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Blk 17 Lot 31 PH 4E Golden City, Santa Rosa, Laguna

## SKILLS

- Editing
- Creativity
- Branding
- Typography
- Photography
- Color grading

## EDUCATION

### STI COLLEGE SANTA ROSA

Bachelor of Multi Media Arts  
(2021 – 2025)

### UNIVERSITY OF PERPETUAL HELP SYSTEM

Information and Communication  
Technology (2018 – 2020)

## PROFILE

I'm a 23-year-old Graphic Designer from Santa Rosa, Laguna, and a fresh graduate of Bachelor of Multimedia Arts from STI College Santa Rosa. I started learning Adobe Photoshop in elementary school through tutorials, and later developed skills in vector art, logos, and clothing designs using Adobe Illustrator. I've designed posters for DJs, the Bigo community, and created clean, high-quality typography. I'm always looking to grow, take on new challenges, and work on creative projects with others.

## WORK EXPERIENCE

### POLYTECHNIC UNIVERSITY OF THE PHILIPPINES | 2025

- Incognito Seminar | Graphic Designer, BTS & Photo Coverage
- Designed promotional materials including event posters and digital graphics.
- Collaborated with the organizing team to align visuals with the seminar's theme and branding.
- Delivered timely content for social media engagement and post-event documentation.

### AYALA MALLS ZING | 2023 – 2024

- Creative Intern – Video & Poster Ads
- Created video advertisements and poster designs for marketing campaigns.
- Contributed to brand-aligned visuals for mall promotions and events.
- Assisted in content planning and creative direction.

### THE BLACK CUPS BAR + RESTAURANT | 2022 – 2023

- Freelance Graphic Designer
- Created event posters and promotional materials for bar activities and special events.
- Designed visuals for both print and social media marketing.

### BIGO LIVE | 2022 – PRESENT

- Freelance Graphic Designer
- Design livestream battle posters and event graphics for BIGO hosts and community promotions.
- Collaborate with streamers to deliver timely and attention-grabbing poster designs.
- Create engaging visuals tailored to diverse content themes and branding styles.

### MOOD BAR | 2022 – 2023

- Freelance Graphic Designer
- Designed promotional posters for bar events and live performances.
- Contributed to the visual identity of the bar's event marketing.

## CERTIFICATIONS

### POLYTECHNIC UNIVERSITY OF THE PHILIPPINES | 2025

- Graphic Designer