

MARK ANDREI ENCANTO

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www.linkedin.com/in/mark-andrei-encanto-962179351

Creative UI/UX Designer (2 yrs.), Graphic Designer (5 yrs.), and Front-End Developer (2 yrs.) with expertise in user-friendly interfaces, branding, and responsive web apps. Award-winning journalist and editor recognized for writing in press conferences. Skilled in public relations, marketing, content strategy, and team leadership for high-impact projects.

EDUCATION

West Visayas State University

La Paz, Iloilo City

Bachelor of Science in Computer Science

06/2026

- DOST Junior Level Science Scholar (2024)
- Gold Medalist, College Recognition (2025, **GPA: 1.17**)
- Gold Medalist, College Recognition (2024, **GPA: 1.21**)
- Silver Medalist, College Recognition (2023, **GPA: 1.33**)

SKILLS

UI/UX Design • Content Marketing • Digital Editing • Layout Design • Adobe Photoshop • Figma • Proofreading • Content Development • Communication Skills • Project Management • Collaboration • Teamwork • Attention to Detail • Organizational Skills • Frontend Development

EXPERIENCES

Cipher Organization

Iloilo City, Philippines 5000

Graphic Designer & Assistant Treasurer

09/2024 – Present

- Led UI/UX design for a web application, crafting an intuitive, user-centered interface aligned with project goals.
- Collaborated with illustrators to design visually compelling publication materials, ensuring consistency and engagement.
- Managed transparent fund collection for the organization's Income-Generating Project (IGP), maintaining precise financial records.
- Designed publication materials and watermarks, collaborating with content creators to enhance visual appeal and reinforce brand identity.

ICON Publications

Iloilo City, Philippines 5000

Editorial Assistant

07/2024 – Present

- Enhanced visual storytelling by collaborating with illustrators and crafting impactful captions, driving audience engagement.
- Captured and curated high-quality visual content, selecting impactful images that enhance storytelling and audience engagement.
- Authored compelling editorials, columns, and captions, upholding publication standards and boosting readership.
- Optimized interview production by coordinating logistics, managing interviewees, and ensuring high-quality recordings with strategic camera placement.
- Refined publication aesthetics through meticulous color grading, ensuring visual consistency and professional quality.

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Cyb Robotics Organization (Cyb: Org)

Iloilo City, Philippines 5000

Board Member - Public Relations

10/2023 – Present

- Led event documentation for two CYB events under the Public Relations Committee, ensuring comprehensive coverage and accurate reporting.
- Enhanced visual appeal by color-grading 100+ images for social media postings under the Public Relations Committee.
- Designed branded graphics for accepted applicants and official postings, maintaining visual consistency and professionalism.

Commission on Innovation and Tech Empowerment

Iloilo City, Philippines 5000

Marketing Manager

09/2023 – Present

- Collaborated with executive leadership to define long-term business goals aligned with strategic objectives.
- Co-led social media campaigns with the marketing team and project manager, boosting customer engagement and brand visibility.
- Conducted in-depth market research, analyzing demographics and lifestyle data to refine targeted content strategies.
- Designed publication materials for recruitment drives and organizational announcements, ensuring clear communication and visual appeal.

West Esports

Iloilo City, Philippines 5000

Graphic Designer

09/2023 – Present

- Collaborated with cross-functional teams to ensure cohesive branding and messaging across all organizational materials.
- Designed creative visuals for events, engaging 200+ members and 3,300+ followers, enhancing community interaction.
- Researched industry trends to stay ahead of best practices in graphic design, delivering innovative and high-impact visuals.