

Vaughn Jasper Almeida

Graphic Designer



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Laguna, Philippines

Summary

I am a freelance Graphic Designer with three years of experience, proficient in Adobe Creative Suite, known for creativity, attention to detail, and delivering high-quality designs. Skilled at collaborating with clients, adapting to different styles, and embracing new challenges in a fast-paced environment.

Education

2023

GRAPHIC DESIGN MASTERCLASS

Udemy Sponsored by Your SocialChef

2022

SOCIAL MEDIA MARKETING

HubSpot - Academy

2015 - 2020

INDUSTRIAL ENGINEERING

Polytechnic University of the Philippines

Projects

BUSINESS BRANDING

Buzz Kitchen - 2022

BUSINESS STARTUP

Lucia's Kitchen - 2022

Skills and expertise

- Proficient in Adobe Creative Suite
- Social Media Practices
- Basic HTML and CSS coding
- Graphic designing
- Video Editing
- Creativity
- Branding
- Writing
- Computer proficiency
- Microsoft office
- Data analysis skills
- Customer service
- Marketing

Experience

GRAPHIC DESIGNER

Your SocialChef

February 2023 - April 2025

📍 Victoria, Australia

- Designed engaging graphics for various marketing materials
- Utilized Adobe Creative Suite to create visually appealing layouts and illustrations
- Collaborated with the marketing team to develop concepts for new projects and campaigns
- Conducted photo editing tasks to enhance images and create polished final products
- Created and edited videos for promotional content, ensuring high-quality and cohesive branding throughout
- Developed user-friendly websites in Figma, focusing on usability, SEO, and aesthetics to enhance design

RESTAURANT MANAGER - SOCIAL MEDIA MANAGER

Lucia's Kitchen

March 2022 - December 2022

📍 Laguna, Philippines

- Developed company brand identity to stand out to potential customers in the market.
- Developed creative advertising contents for various media, including catalogs, menus, flyers, posters and product packaging while ensuring brand awareness.
- Developed social marketing content such as posting products images and short videos.
- Perform competitive research and benchmarking to further understand target audience and goals.
- Maintained the company's social media presence by posting contents, answering inquiries, and monitoring competitor's content and social presence.
- Increased customer engagement on company social media accounts by 30% through interactive promotions and advertisements.
- Effectively recruiting and managing employees, overseeing operations and ingredient stocks, handling customer complaints, and generating financial reports.

RESTAURANT SUPERVISOR - GRAPHIC DESIGNER

Pomodoro Pizza

February 2021- March 2022

📍 Laguna, Philippines

- Oversees overall restaurant operation and administrative duties.
- Created staff schedules and duties weekly.
- Establishing daily financial and marketing reports.
- Performing weekly audit to ensure the company's SOP are followed.
- Designed and created menu, flyers, posters, and signages.
- Developed product graphic designs and layouts for social media accounts

ASSISTANT RESTAURANT MANAGER

Lucia's Café

March 2016 - January 2019

📍 Laguna, Philippines

- Handling the cashier, customer orders and complaints, food quality, and serving customer orders.
- I work with a team to ensure that we are able to provide excellent customer service and consistently provide high-quality food products.
- Managing social media contents and inquiries.