



AROAN

Joshua Aaron Pamintuan

Junior NextJs Developer • Designer • Illustrator

📍 Marikina, Philippines

Contact

📞 +63 (917) 133 9299

✉️ pamintuan.joshua@gmail.com

🌐 <https://its-aroan.vercel.app>

🐙 <https://github.com/aroan-v>

Beh [behance.net/joshuapamintuan](https://www.behance.net/joshuapamintuan)

Education

- 2014 - 2019
BS Multimedia Arts & Sciences
Mapúa University
- 2010 - 2014
Marikina Science High School

Organizations

- Honor Society of Mapúa

Skills

🔧 Development

- HTML, CSS, Javascript (ES6+)
- React
- Next.js
- Tailwind CSS
- Framer Motion
- Git
- Sanity CMS

🎨 Design & Creative

- Branding
- UX / UI Design
- Web Design
- Graphic Design
- Illustration
- Video Editing

About Me

With over five years leading creative projects, I bring a mix of design expertise and a growing technical toolkit. My background in multimedia arts and experience as a **Creatives Manager** sharpened my eye for detail and user experience, but I eventually found my real passion in building and problem-solving through code.

For the past three years, I've been transitioning into web development—starting with HTML, CSS, and JavaScript, and now working with **React** and **Next.js**. I'm excited to grow as a junior developer, combining my design sense with solid development skills to create engaging, functional digital experiences.

Experience

❖ 2019 - March 2025

Visual Communicator (2019), Creatives Lead (2022)

Impact Hub Manila | Innovation Catalyst

- Directed branding and creative execution for 30+ nationwide programs, including **Impact Hackathon 2019** at Smart Araneta Coliseum.
- Built and evolved brand identities for annual Impact Hackathons (2019–2022), ensuring consistent recognition across 4 editions and thousands of participants.
- Developed full creative systems — websites, campaigns, social media, and event collaterals — for initiatives like Impact2050, Space for Ingenious, Elevate, and Cartier Women's Initiative.
- Led the **SATO** Brand Launch at Okada Manila, creating a localized activation campaign that introduced the brand to decision makers, policymakers, and Filipino communities.
- Produced the complete **DigitalXADB** conference identity and digital experience for the Asian Development Bank (ADB), including website, marketing campaigns, event branding, and video production — reaching thousands of ADB staff, consultants, and partners.
- Mentored and managed a small creative team, streamlining workflows and training interns to deliver large-scale campaigns faster and with higher quality.
- Partnered closely with program teams and leadership to align branding with organizational and partner goals (LGUs, DTI, ADB, DICT, DOST, PLDT-Smart, and others).

Software Proficiency

Developer Tools

- VS Code
- Git & Github
- NPM
- Chrome DevTools
- Proxyman
- Firebase
- Sanity CMS

Design & Creative

- Figma
- Figjam
- Adobe Photoshop
- Adobe Illustrator
- Adobe Lightroom
- Adobe Premiere Pro
- Adobe After Effects

Certificate

- The Joy of React — Completed under **Josh Comeau** [\(Link\)](#)

Experience

❖ 2023 - March 2025

Creatives Lead

RIPPLEx and Kuha Sa Tingi

- Developed the branding and overall visual identity for Kuha SaTingi (formerly Alternate Delivery System), leading the rebrand from pilot to public launch.
- Designed and produced creative assets across packaging, shirts, price tarpaulins, brochures, store IDs, landing page, and presentation decks for partners and stakeholders.
- Created starter kit materials distributed to **2,300+ sari-sari store owners** across Metro Manila, enabling standardized branding at scale.
- Partnered with local government leaders — from Mayor Francis Zamora’s pilot in San Juan to Mayor Joy Belmonte’s 1,100-store grant in Quezon City and Congresswoman Stella Quimbo’s rollout in Marikina — integrating community campaigns with design execution.
- Collaborated with Greenpeace in the program’s early stages to validate the business model, later shaping its full brand presence and public identity.

❖ 2020 - 2022

Branding & Design Lead

Vote Pilipinas and COMELEC

- Led the overall branding direction for Vote Pilipinas, a nationwide campaign empowering Filipino voters through education and voter registration drives. Designed the identity inspired by the Philippine flag and traditional banderitas, applied across digital, print, and merchandise.
- Created the official logo and complete branding system for **Pilipinas Debates 2022**, used across all campaign materials and broadcast nationwide in partnership with **COMELEC** — reaching millions of viewers.
- Spearheaded the **#MagparehistroKa** and **#BumotoKa** campaigns with COMELEC, producing nationwide online and on-ground activations featuring key leaders, personalities, and celebrities to drive registration and voter turnout.
- Designed and delivered creative assets including social media campaigns, presentations, shirts, tote bags, and stickers, ensuring brand consistency across digital, print, and live broadcasts.

❖ 2019 - 2023

Visual Communicator | Creatives Lead

Impact Hub Asia Pacific (APAC)

- Spearheaded branding for three regional programs — Generation Impact Fellowship 2020, Accelerate Membership 2021, and Humans of Impact — ensuring all Impact Hubs across Asia Pacific followed standardized brand protocols.
- Developed complete brand identities and marketing assets, creating consistency across online and offline channels for regional partners.
- Designed distinct yet cohesive visuals for **Hack the Challenge 2019**, aligning with the global Impact Hub brand while adapting identities for local hubs in Manila, Jakarta, Taipei, and Shanghai.