



## TRISHA TOBIAS

*designer & illustrator*

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### EDUCATION

#### OLD DOMINION UNIVERSITY

Norfolk, Virginia, United States | 2010 – 2014

Bachelor of Fine Arts — Graphic Design  
Minor in Art History  
Summa Cum Laude  
Dean's List (All semesters, 2010 – 2014)  
GPA: 3.91

### SKILLS

- › Proficient in art programs like Adobe Creative Suite—particularly Photoshop, Illustrator, InDesign and After Effects.
- › Working knowledge of photography and post-process techniques, animation, and video-editing. Experienced with storyboarding.
- › Mastery of the English language in reading, writing and speaking. Competent in copywriting and research-writing.
- › Highly organized, with the ability to coordinate with different teams and give art direction.
- › Excellent presentation skills.
- › Working knowledge of front-end development (HTML, CSS and JS) with the ability to code. Up to date with best practices in user experience.
- › Works well with PC and Mac environments.

### WORK EXPERIENCE

#### BBDO GUERRERO — DESIGNER

Metro Manila, Philippines | December 2015 – Present

- › Conceptualizes and designs product key visuals, logos, branding, campaigns, print, and digital materials for both local and regional clients.
- › Contributes design ideas in early planning stages with creative directors and project managers.
- › Designs user interface and web pages for campaigns, matching brand guidelines and collaborating with the digital team to ensure optimal user experience.
- › Presents the boards to clients in person or conference calls, along with the team.
- › Heavily involved from concept to execution, giving art direction and working closely with photographers, producers, developers and final artists to produce the work.
- › Effectively handled the following brands: Anlene, Beep, Cheetos, Doublemint, First Philippine Holdings (FPH), Frito-Lay, Pedigree, Procter & Gamble, Globe Telecom, Johnson's, M&M's, Mountain Dew, Pepsi, QBO, Quaker, Red Ribbon, UNICEF, Visa, Yellow Cab Pizza Co.

#### SWAY — DESIGNER

Norfolk, Virginia, United States | July 2014 – July 2015

- › Designed logos, brand concepts, print and digital materials with the creative and developer team, from start to finish.
- › Accounts handled: Sentara, The Port of Virginia, Great Lakes Seaway Partnership, LifeNet Health, NEON (Norfolk Art District), Beacon Health Options, William & Mary School of Business, and Ferguson.

#### GROW — CREATIVE INTERN

Norfolk, Virginia, United States | January 2014 – May 2014

- › Worked with creative director, designers and developers to design desktop and mobile app interfaces, edit photos, produce web-ready assets in Photoshop and animated through After Effects, and create concepts and presentation decks for both internal and client-based projects.
- › Accounts handled: Google, Nike, Field Guide

#### VINYLMINT — DESIGN INTERN

Norfolk, Virginia, United States | June 2013 – August 2013

- › Designed branding materials, shirts, posters and infographics, and helped manage company's media presence. Collaborated with creative director, designer and developers in creating the company website.

## LECTURES & CONFERENCES ATTENDED

- › **Icon Manila**  
Philippines, 2017
- › **Graphika Manila**  
Philippines, 2016
- › **99U Local: Manila**  
Philippines, 2015
- › **HTCxWatson Social Enterprise Conference**  
Virginia, United States, 2015
- › **Fonts are Forever by James Edmondson**  
Virginia, United States, 2015
- › **Social Media Trends by Dean Browell**  
Virginia, United States, 2014
- › **Annual Arts Conference: The Business of Art**  
Virginia, United States, 2014
- › **Kern & Burn by Jessica Karle and Tim Hoover**  
Virginia, United States, 2014
- › **Mobile Web Experiences by Luke Wroblewski**  
Virginia, United States, 2013
- › **Designing a Year by Matt Muñoz**  
Virginia, United States, 2013

## AWARDS, FEATURES, COMPETITIONS AND PRESENTATIONS

- › **Making It** (United States, 2018) – Speaking engagement with the students at Old Dominion University about graphic design, and having the tenacity to close the gap between being a student to a professional.
- › **6th Tinta Awards** (Philippines, 2017) – 3 Silver Awards for Mountain Dew's Playable Print ad. (Craft Illustration, Special Print Media Execution, Interactive Print Campaign)
- › **Lucille Tenazas Excellence Award** (Philippines, 2016) – Awarded by Adobo Design Awards Asia to “We are Here”, a mobile application and campaign.
- › **Adobo Design Awards: Silver in Mobile** (Philippines, 2016) – Awarded to “We are Here” for the Mobile: Open Category.
- › **Feature in Graphika Manila Art Book** (Philippines, 2016)
- › **Feature in Creative Digest** (2015)
- › **Feature in Packaging of the World** (2015) – “Creatures of Habit” featured.
- › **Robert A. McCullough Endowed Prize** (United States, 2014) – Annual award given to an exceptional graphic design student, selected by the Old Dominion University Graphic Design faculty.
- › **Art Department Juried Student Show** (United States, 2014) – Exhibited book cover for “CivilWarLand in Bad Decline” at Old Dominion University.
- › **6th Undergraduate Research Symposium** (United States, 2014) – Exhibited work, “Unplayed Piano: Song Lyric Book” at Old Dominion University.
- › **Best in Show: Hack-U 2** (United States, 2014) – Designed interface for mobile game, Neighborhood Watch, for Dominion Enterprises's Hackathon.
- › **2nd Place: Hack Virginia** (United States, 2013) – Designed interface for Halfway, a map-based mobile application, at the University of Virginia Hackathon.
- › **Best in Show: DE Hackathon 6** (United States, 2013) – Designed interface for Instacycle, a mobile application, for Dominion Enterprises's Hackathon.
- › **5th Undergraduate Research Symposium** (United States, 2013) – Presented “Marina Abramovic: Questioning Liberty” for the New Research in Modern and Contemporary Art category at Old Dominion University.
- › **Norfolk Federation of Teachers Award** (United States, 2011)
- › **International Student Scholarship** (United States, 2010-2014)

## ORGANIZATIONS & VOLUNTEER WORK

- › **Room to Read** (Remote, 2016) – Volunteer designer for Tokyo Gala 2016 event. Helped with editing email invitations and announcements. Created layout for the program brochure, cascading design elements from a key visual to accommodate Japanese translations.
- › **American Institute of Graphic Arts** (United States, 2013–2015) – Member
- › **Code for America, Hampton Roads Chapter** (United States, 2013–2015) – Volunteer designer for civic projects
- › **Old Dominion University Art League** (United States, 2012–2014) – Member
- › **National Society of Collegiate Scholars** (United States, 2011) – Member