

THE DESIGN VOYAGE
of MIKA ALDABA

LONDON

GENEVA

HONG KONG

MACAU

from MANILA
to EVERYWHERE



BARCELONA



SAN FRANCISCO



SEATTLE



HOLLYWOOD



PARIS



MALACCA



NEW YORK



BERLIN



BALI

SINGAPORE





I decided to be a designer after a clerical error resulted in the loss of my course transfer paperwork in college. Fate sent me to do an exchange student semester in San Francisco and I never lost my sense of wanderlust since then. My travels have sent me around Asia, Europe and the US while improving my trade in graphic, web/mobile UX design and data visualization. Being passionate about world issues, I bring international perspective in my craft making an impact as a truly global designer.

Melinda



CLIENTS AND COMPANIES
I'VE WORKED WITH
AROUND THE
WORLD

EUROPE

Berlin
Oslo

MIDDLE EAST

Riyadh

ASIA

Manila
Singapore
Hong Kong

NORTH AMERICA

San Francisco
New York
Chicago
Vancouver

P R O J E C T S

GRAB

White Widget

UX **Web**

Southeast Asia's leading transportation technology app. This project is for signing up new drivers.

<https://www.grab.com/ph/driver/car/>

Project Duration:
1 month

Project Scope:
Wireframes
Interactive Prototype
Mockups / Style
(passed to UI designer)

Added a current progress screen after user testing

Like Uber, Grab was facing many challenges from government requirements which made designing harder since we had to allow for constant revisions with the sign up process.

2014

PHOTOSHAKE

White Widget

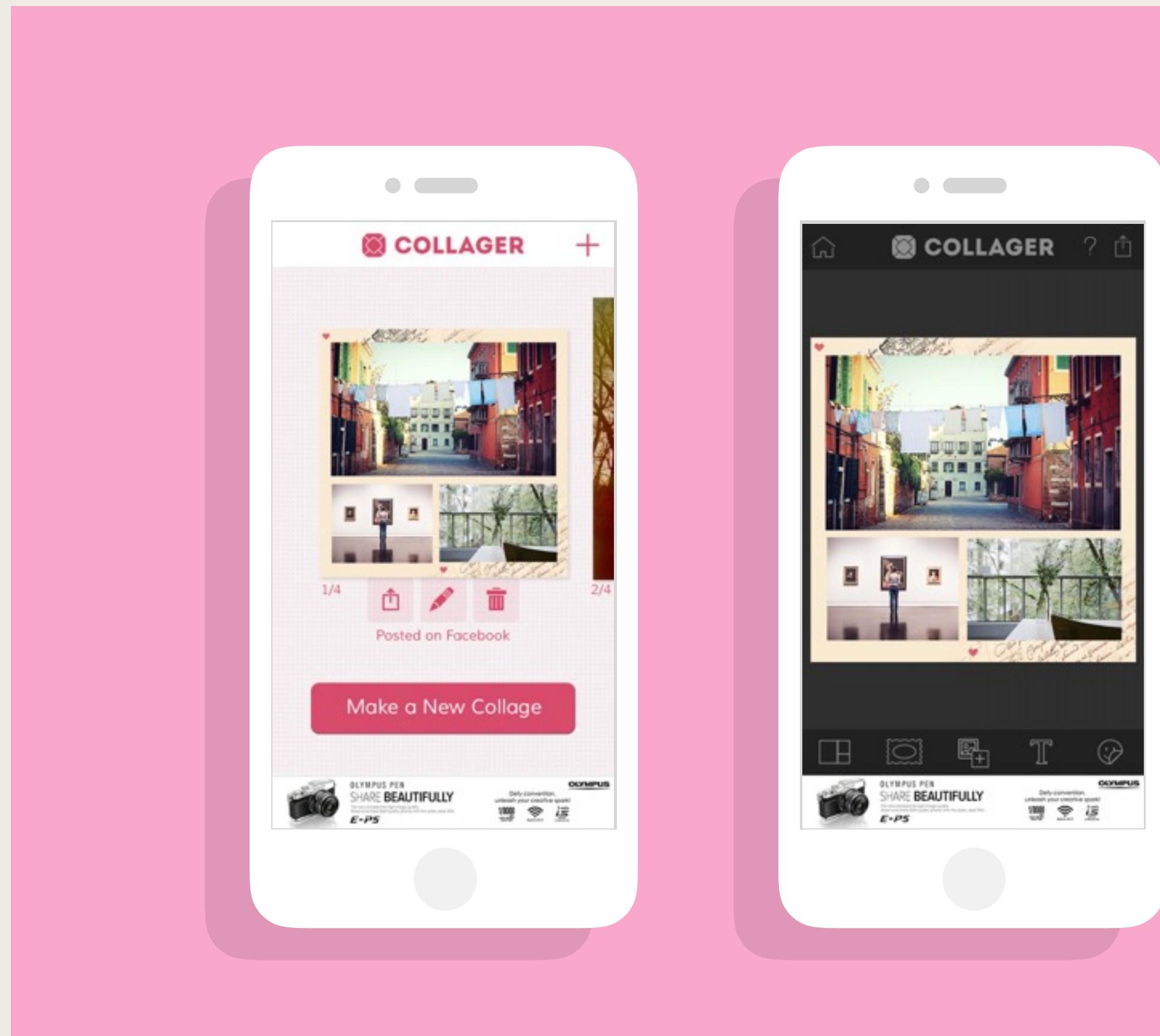
UX UI iOS

Android

A white label photo collage
making app

Project Duration:
1 month

Project Scope:
Interactive Prototype
High Fidelity Mockups
and Final Collaterals



Home Screen and Editor Screen for iPhone 5

2014

PHOTOSHAKE

White Widget

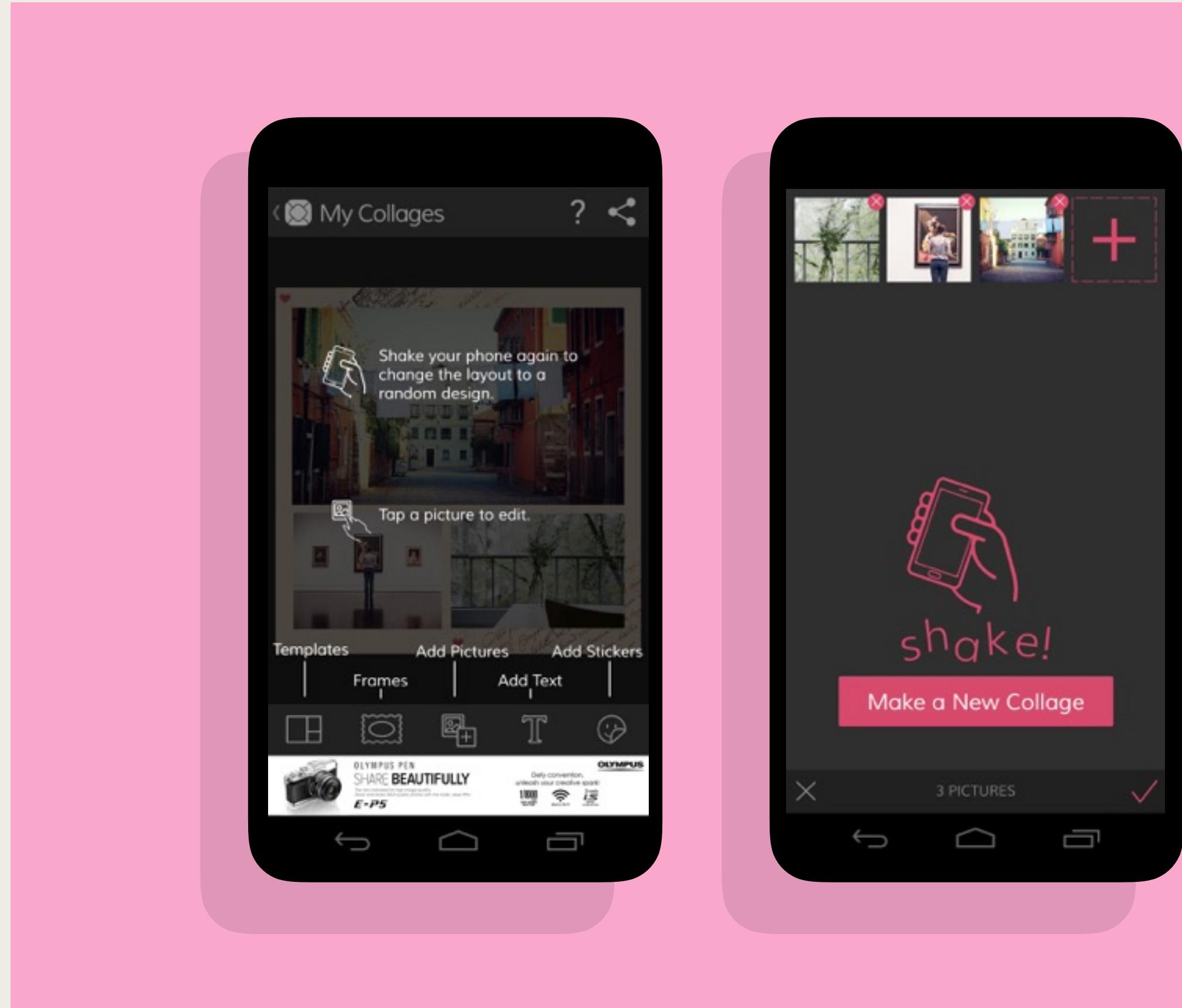
UX UI iOS

Android

A white label photo collage making app

Project Duration:
1 month

Project Scope:
Interactive Prototype
High Fidelity Mockups
and Final Collaterals



Android Screens

2014

PHOTOSHAKE

White Widget

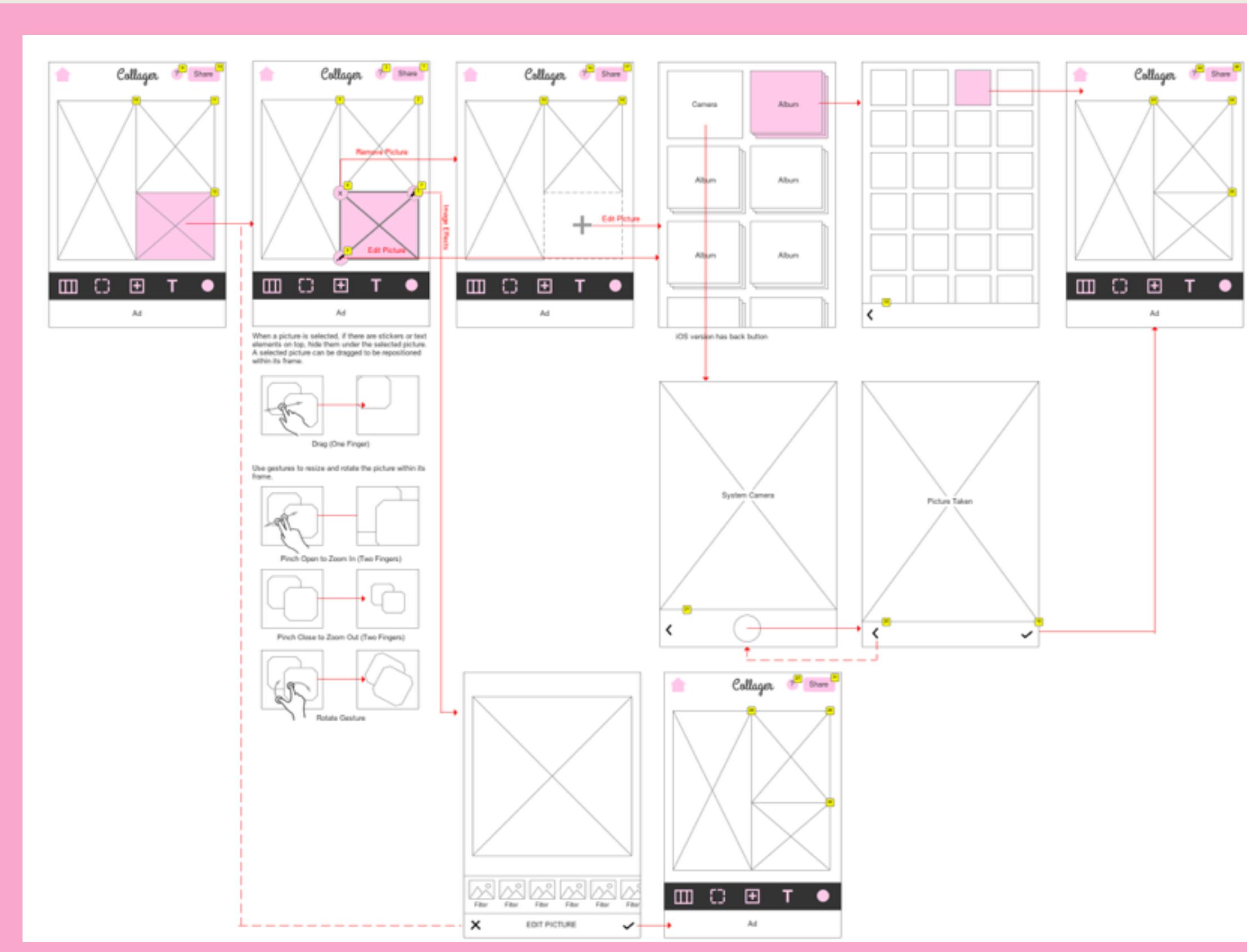
UX UI iOS

Android

A white label photo collage making app

Project Duration:
1 month

Project Scope:
Interactive Prototype
High Fidelity Mockups
and Final Collaterals



Sample user flow diagram for editing an image from the Interactive Prototype

WAITING FOR GODOT

Wimbledon College of Art

Set Design

Project for a Short Course in
Theatre Set Design for Stage

Project Duration:
2 weeks

Project Scope:
Sketches for Costume Design
Scale Model of Set Design



Central Theme and Mood:
The infinite feeling of nothingness

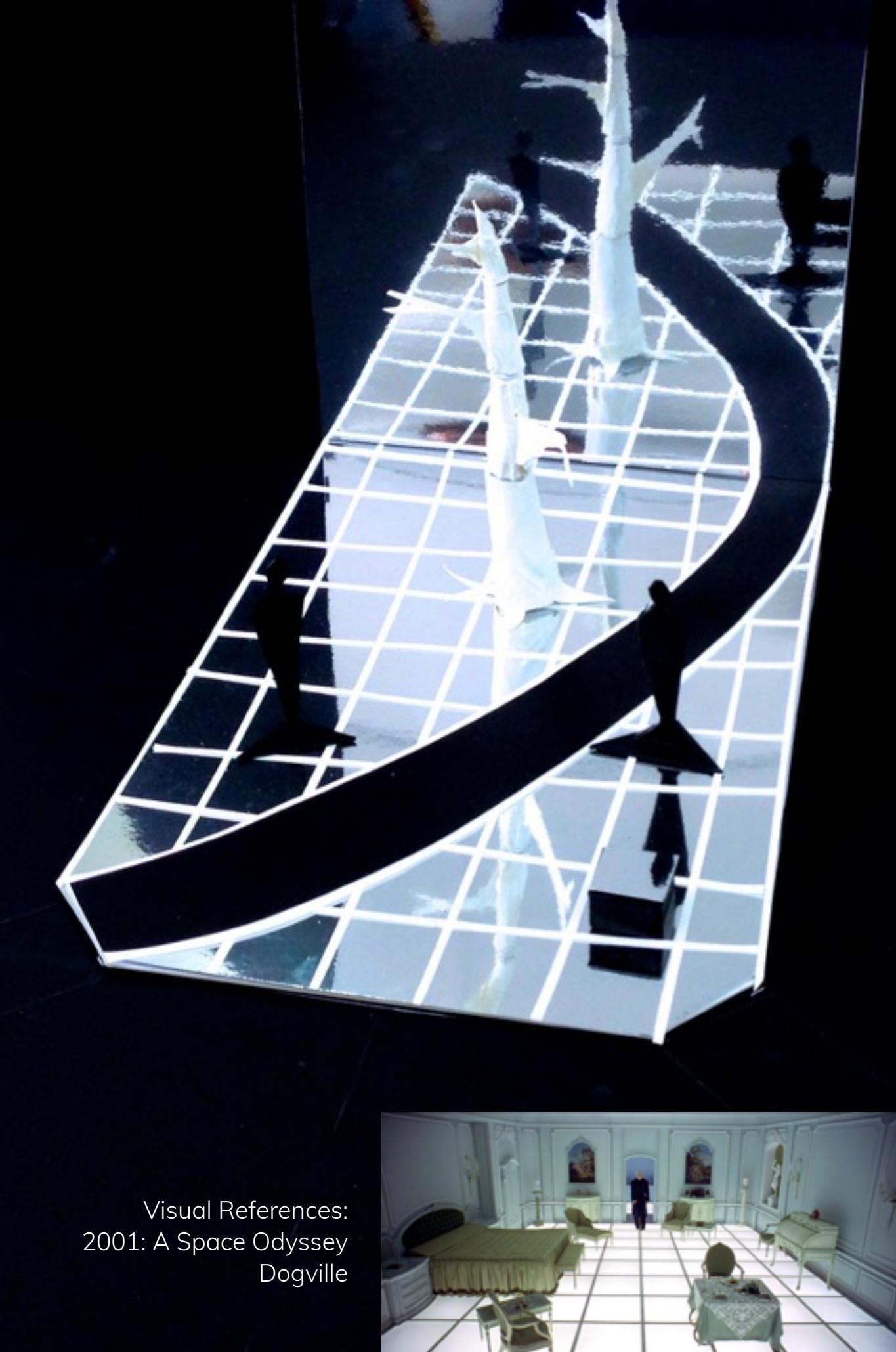
The Grid:
The repetition of lines gives the mood of monotony and also claustrophobia

The Mirrors:
To give the grid more depth to complete the illusion of being in another dimension or in a simulation.

The Road:
An illusion of hope

The Metal Tree:
Symbol of duality. It has an inner mechanism so that the branches move like the hands of a clock. It moves in different speeds. It is life and death.

Presented at last day of workshop



INDUSTRY.GOV.PH

Pro Bono

Web

Branding

A portal on Philippine industrial policies, programs, and initiatives affecting manufacturing and other major sectors of the economy

Project Duration:
2 months

Project Scope:
Branding
Web Design Mockups and Final Collaterals
Book Template
Powerpoint Template



Homepage

Designing Philippine government websites is both easy and hard at the same time. Easy because a lot of them are so bad that one only needs to put a little effort to make it visually superior. Hard because one has to follow strict templates that may not have the best user experience.

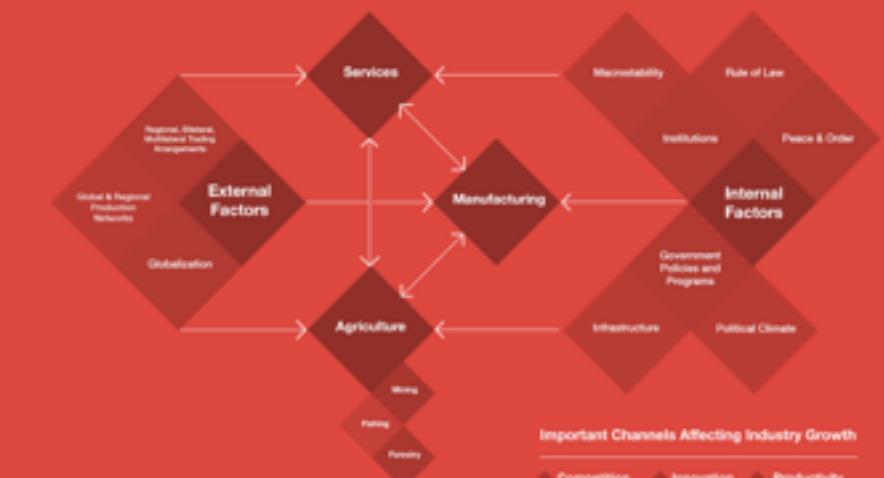
What Makes the Philippines Different

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in



Comprehensive National Industry Strategy (CNIS) Framework

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Infographics on the Roadmaps page

2015

INDUSTRY.GOV.PH

Pro Bono

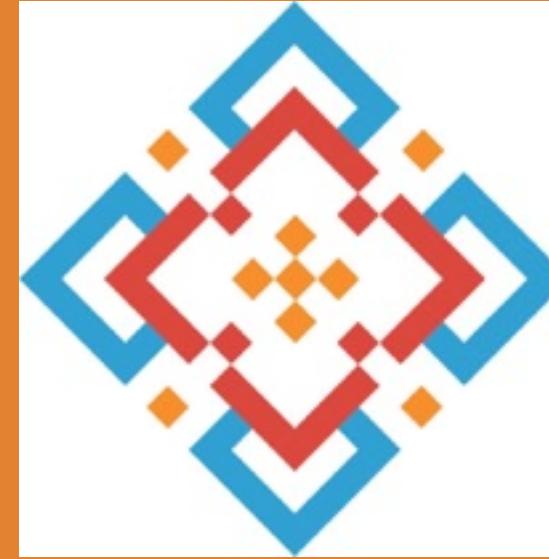
Web

Branding

A portal on Philippine industrial policies, programs, and initiatives affecting manufacturing and other major sectors of the economy

Project Duration:
2 months

Project Scope:
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Web Design Mockups and
Final Collaterals
Book Template
Powerpoint Template



The branding uses a banig (woven mat) grid similar to the It's More Fun in the Philippines campaign but a tad more formal for the investor audience.

The logomark is a modern take on the Philippine national flower, the sampaguita. It appears small but has a complex chemical composition, very fragrant, and grows in clusters. With their renewed blossoming, the Philippine industries can become complex parts of manufacturing global value chains and develop into clusters. Through the new industrial policy, hundreds of industries and related activities are expected to bloom to drive the creation of quality jobs and the attainment of our national goal of inclusive growth.



A few pages from the Style Guide

ONTRACKPH.COM

Thinking Machines

UX

Data Visualization

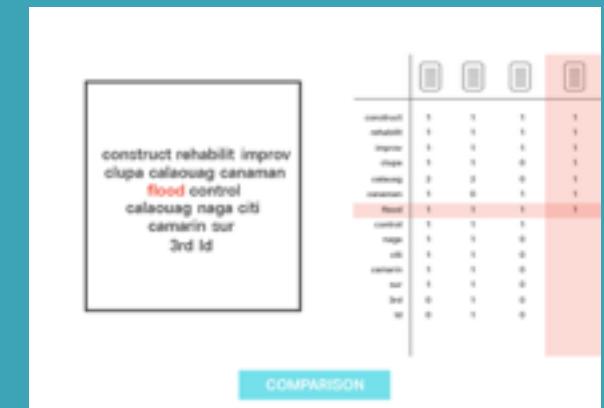
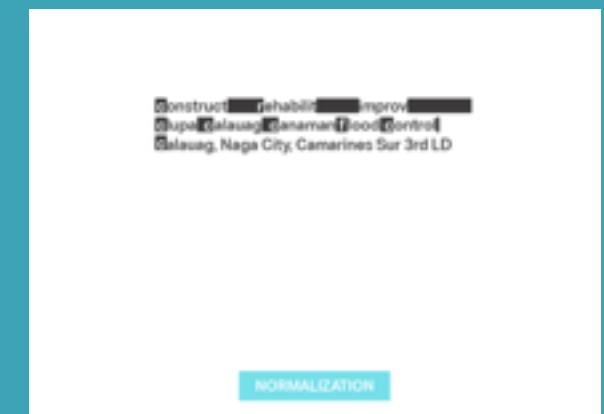
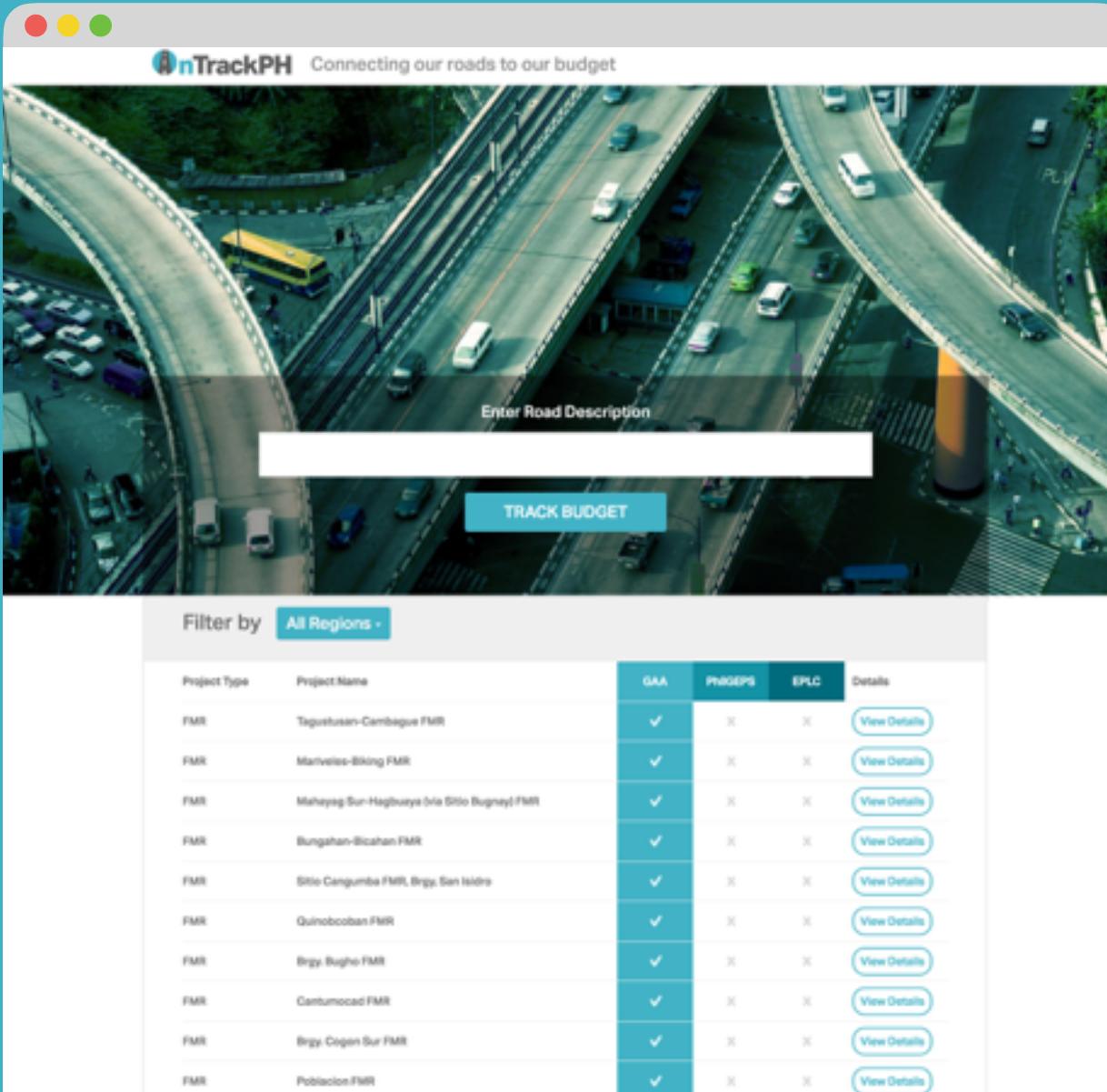
Web

A project with the World Bank for helping the Philippine government track down the budget for roads

Project Duration:
6 months / Ongoing

Project Scope:
Data Visualization
UX Testing/Interviews
Front End Web Design
and Development

A web interface was initially developed for internal use to demonstrate the complex matching algorithm designed to connect the multiple budget and procurement databases of the government. It is now being repurposed to view all the road projects to track their progress, and tested with users from the Department of Budget Management



Several animations were created in order to explain the normalization and TF-IDF algorithms to World Bank and government officials.

PHILIPPINE ELECTION CARTOGRAM

Thinking Machines

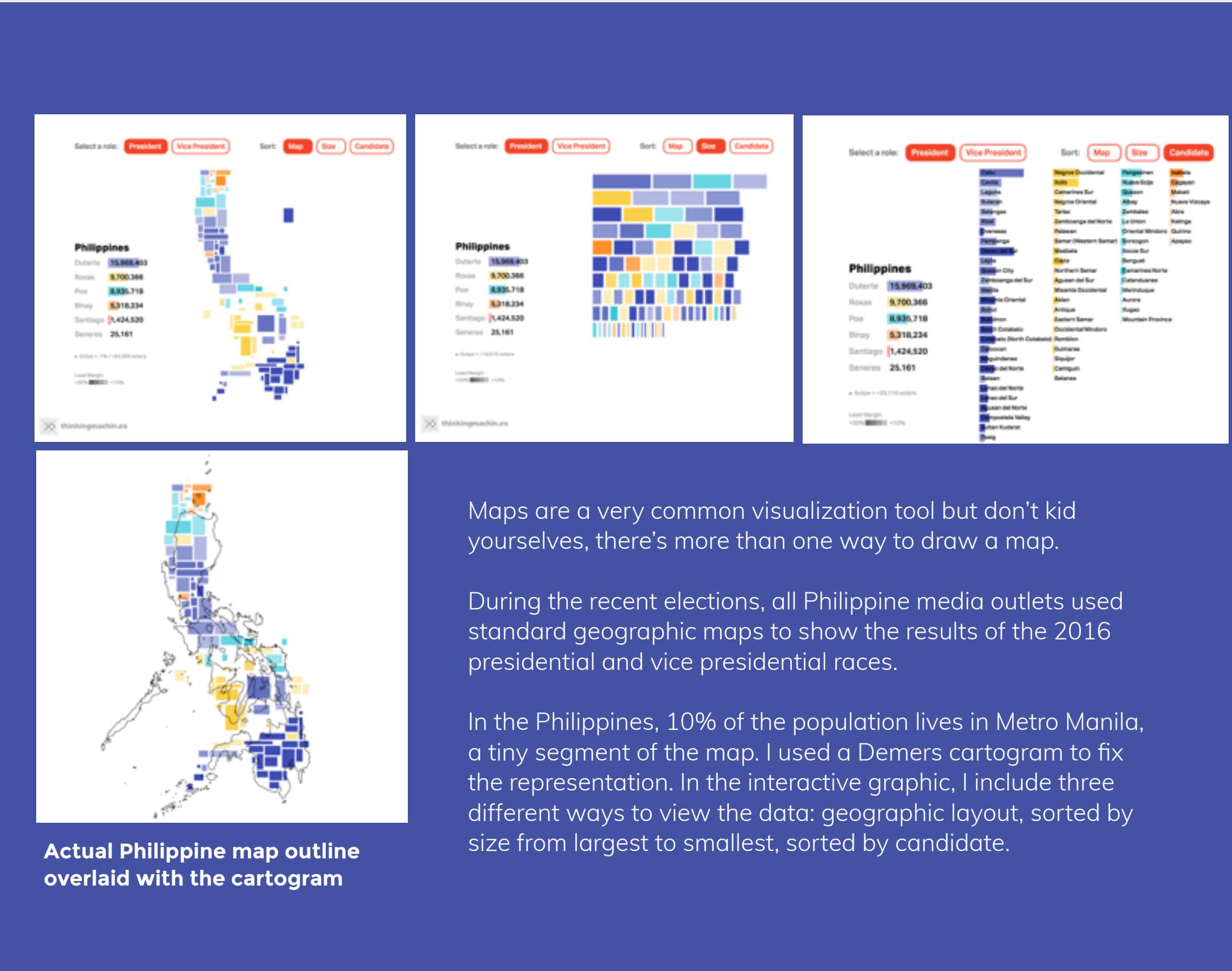
Data Visualization

D3

A self-initiated data story for the company blog:
stories.thinkingmachines.es/election2016

Project Duration:
 1.5 weeks

Project Scope:
 Data Analysis and Design
 D3 coding
 Written Article



PHILIPPINE LANGUAGES

Thinking Machines

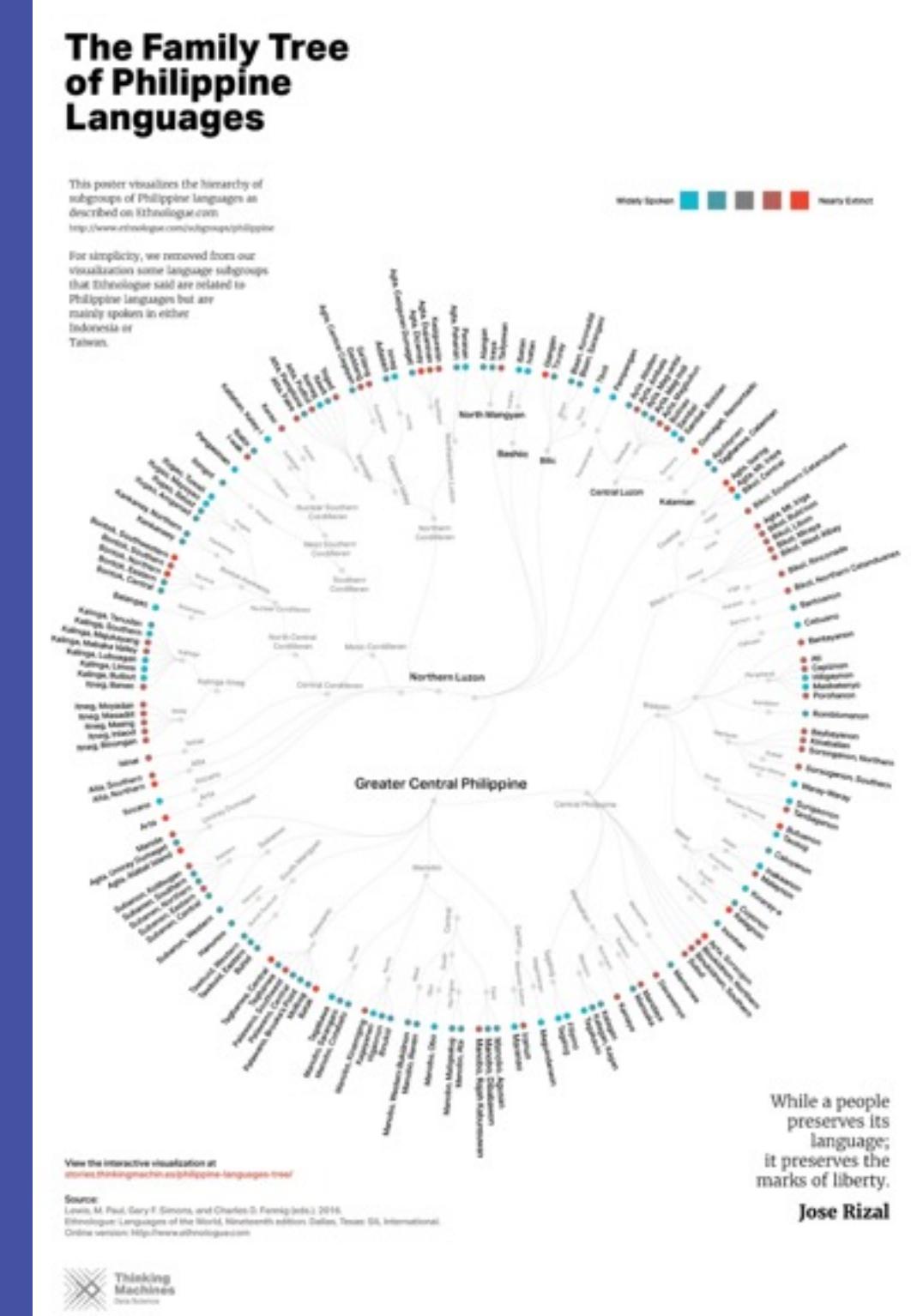
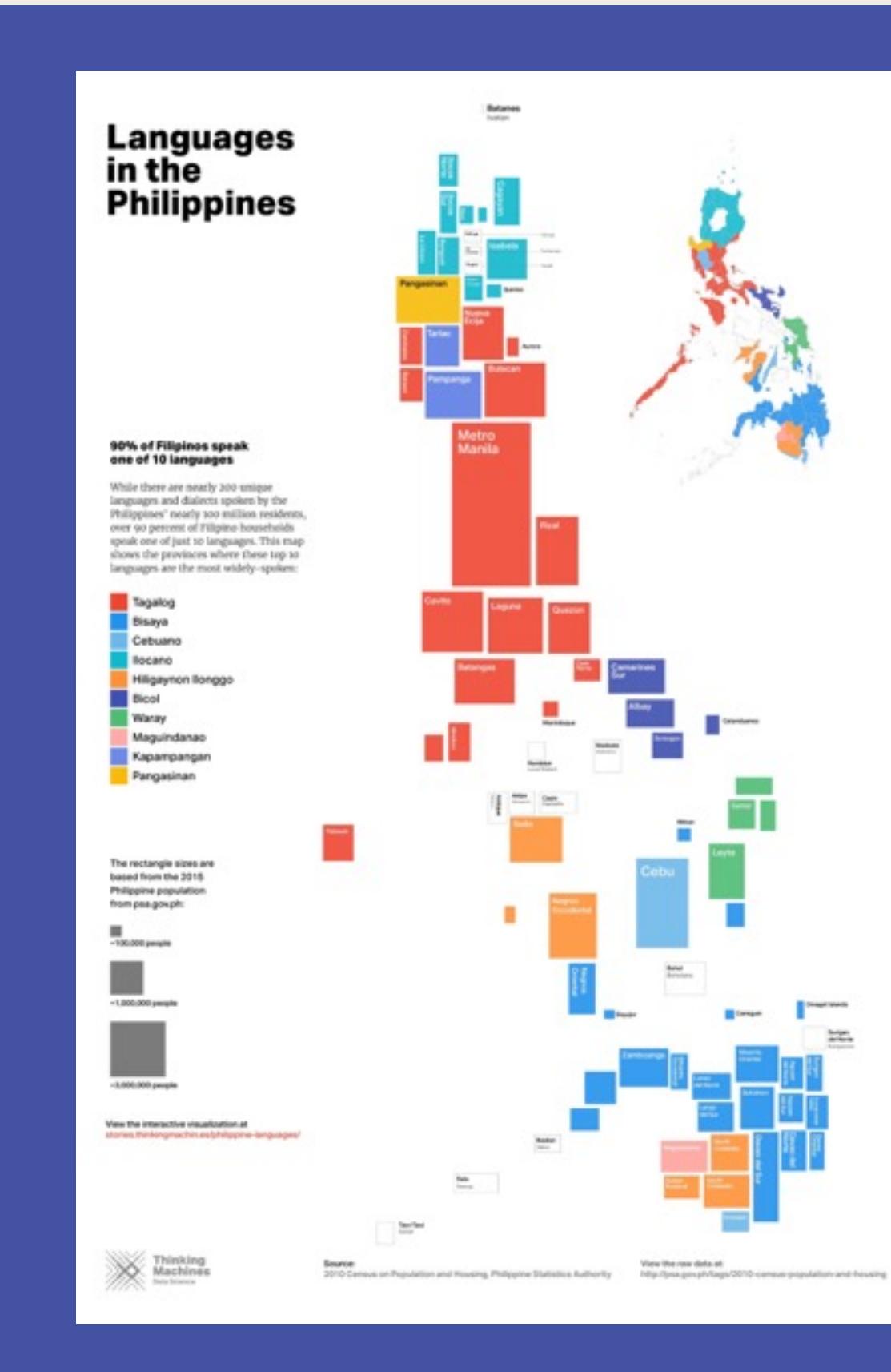
Data Visualization

D3

A self-initiated data story for the company blog:
stories.thinkingmachines.es/phillipine-languages

Project Duration:
 1.5 weeks

Project Scope:
 Data Analysis and Design
 D3 coding



Also available as posters at shop.thinkingmachines.es

PHILIPPINE DISASTERS

Thinking Machines

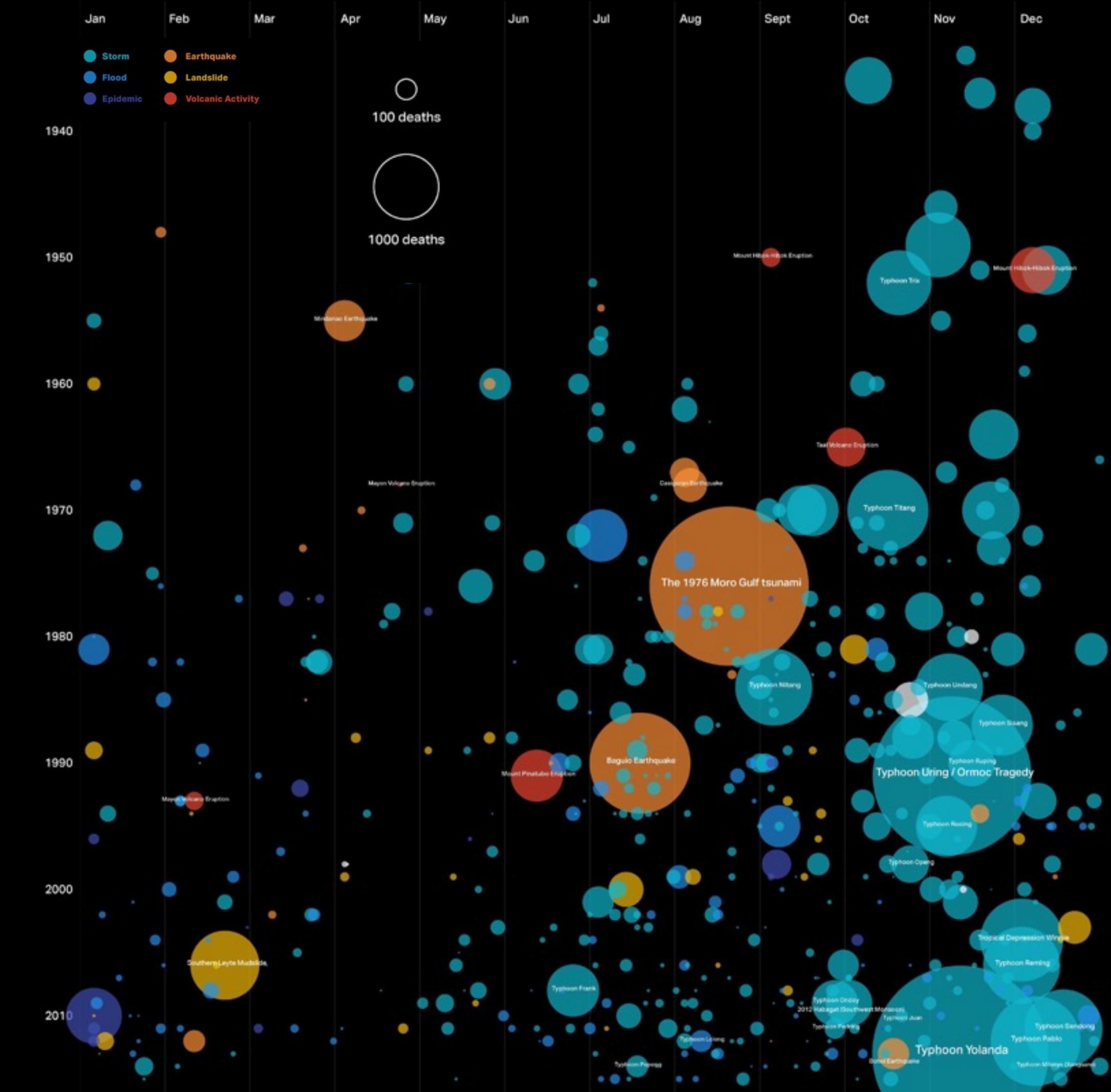
Data Visualization

D3

A self-initiated data story
for the company blog:
[stories.thinkingmachines.es/
phillipine-disasters](http://stories.thinkingmachines.es/phillipine-disasters)

Project Duration:
1 week

Project Scope:
Data Analysis and Design
D3 coding



VISUALIZING A PANEL DISCUSSION

Thinking Machines

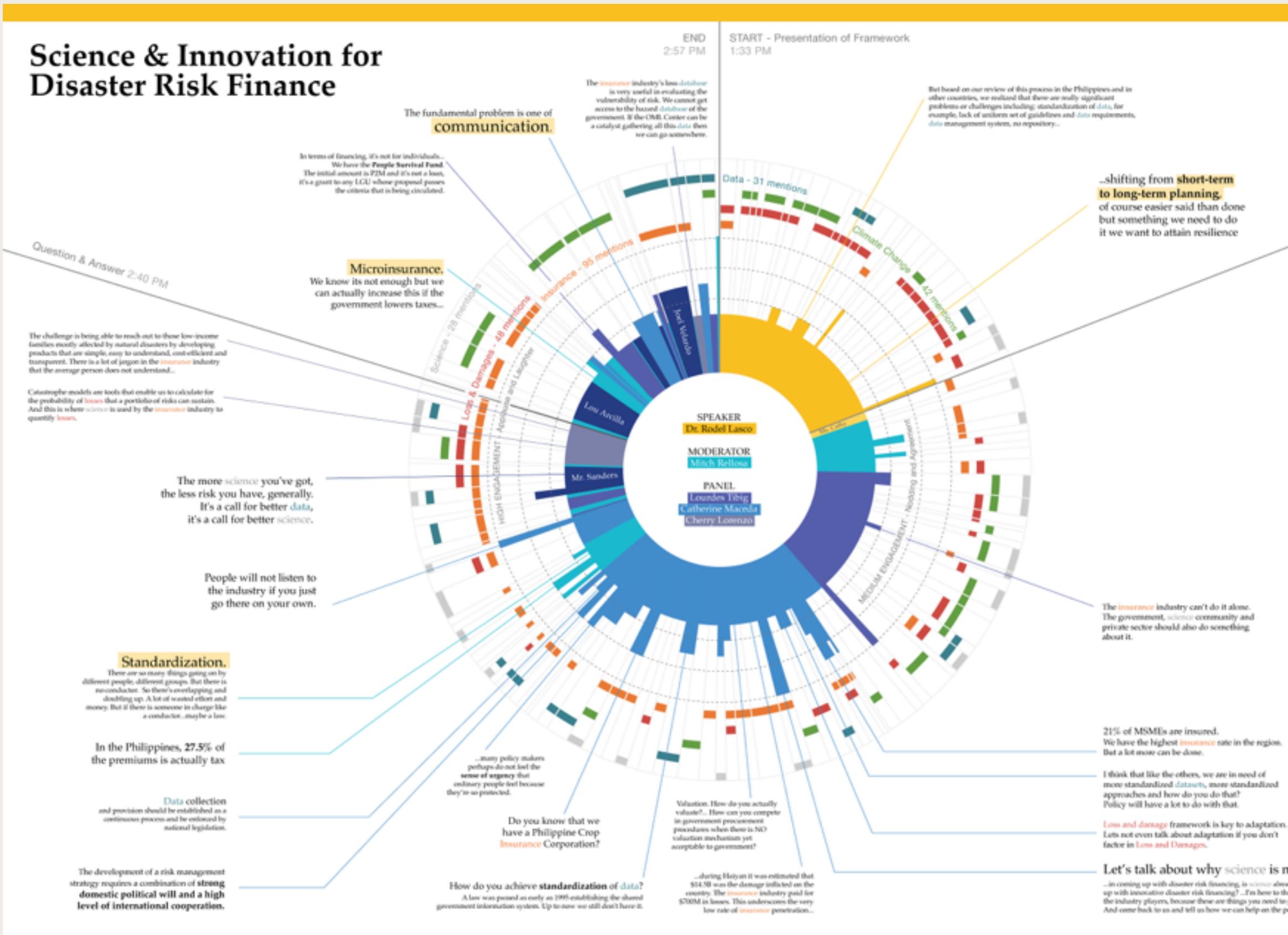
Data Visualization

D3

A project for the Oscar M. Lopez Foundation to make a data visualisation of a panel discussion on disaster risk finance

Project Duration:
1 week

Project Scope:
Data Visualization
D3 coding



Sent to attendees of ARISE conference

MAPPING ROAD ACCIDENTS

Thinking Machines

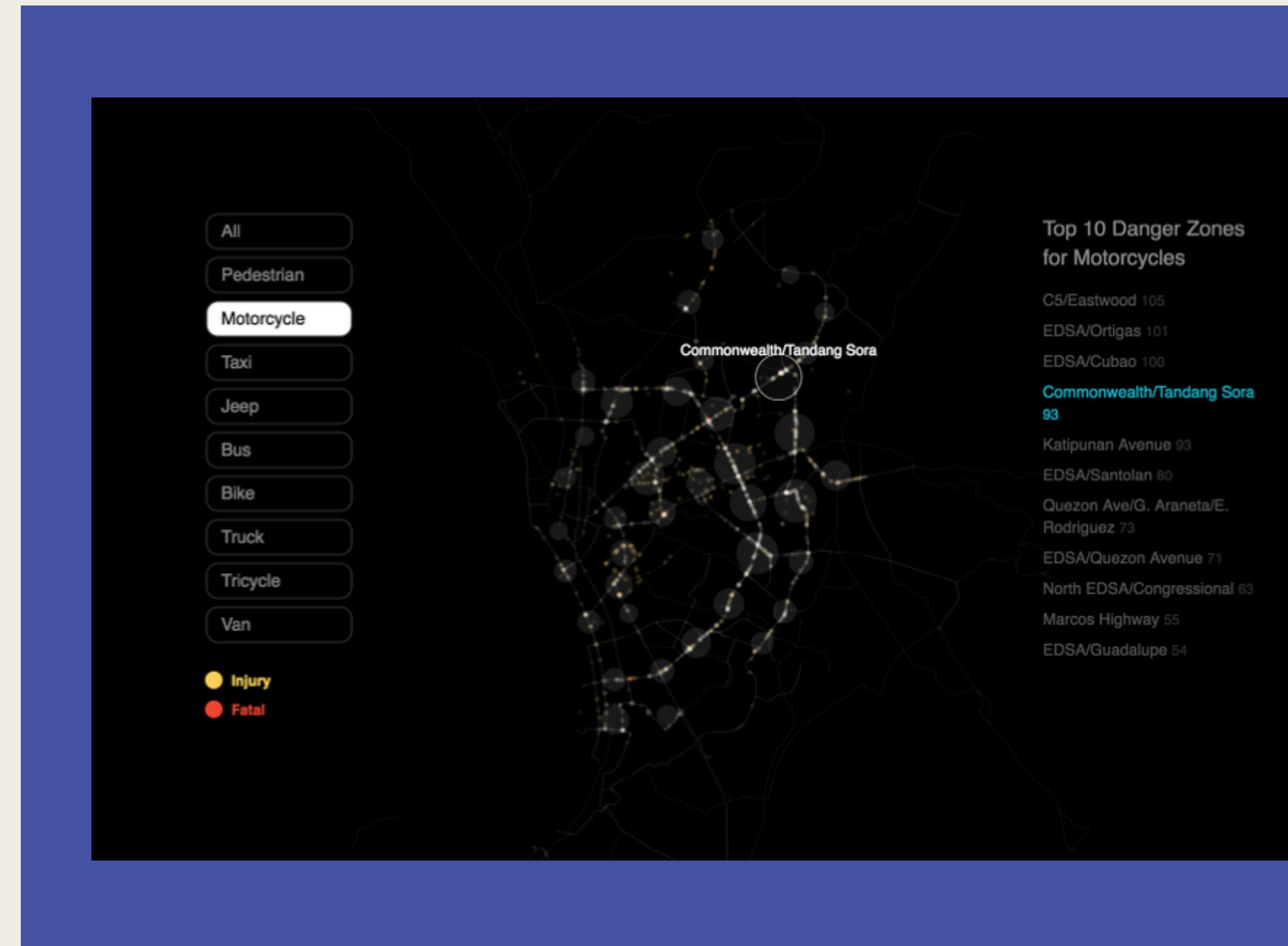
Data Visualization

D3

A project for the Thinking Machines blog inspired by our entry for a Road Safety Hackathon where we won 3rd place

Project Duration:
2 weeks

Project Scope:
Data Visualization
D3 coding



<https://stories.thinkingmachin.es/manila-road-incidents/>

TOXIC TAPS

Thinking Machines

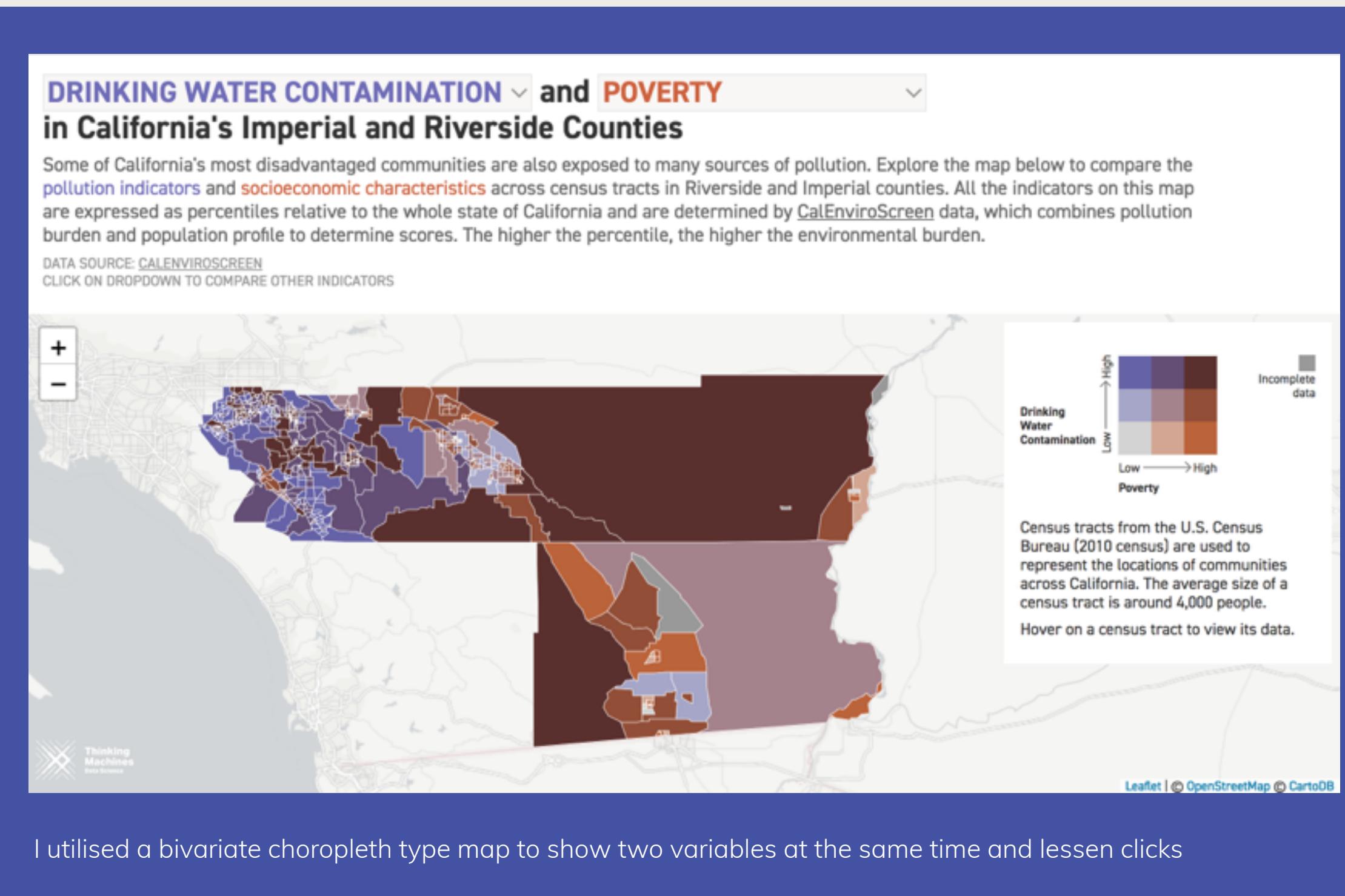
Data Visualization

D3

Art direction for an interactive map in NewsDeeply's series about California's water

Project Duration:
2 weeks

Project Scope:
Data Visualization
D3 coding



<http://toxic-taps.newsdeeply.com/>

RIGID MOTION

Didith Rodrigo

Graphic

A children's book about the Filipina mathematician who studies native weaving patterns.

Project Duration:
1 month

Project Scope:
Book Illustrations

She must have said the magic words. Mr. Palma asked her to follow him, "Come on in," he said. "We have more exhibits in the back."

Inside, Mr. Palma showed Ninette a treasure trove of woven artworks from several Philippine communities: T'nalak fabrics, Maranao fabrics, Tausug fabrics, Romblon mats, and many others.



Finally, Mr. Palma showed Ninette the vibrant colors woven into their signature mats. "I think you had Ninette and her companions say

THE EVOLUTION OF MY PERSONAL BRAND

2008



2010



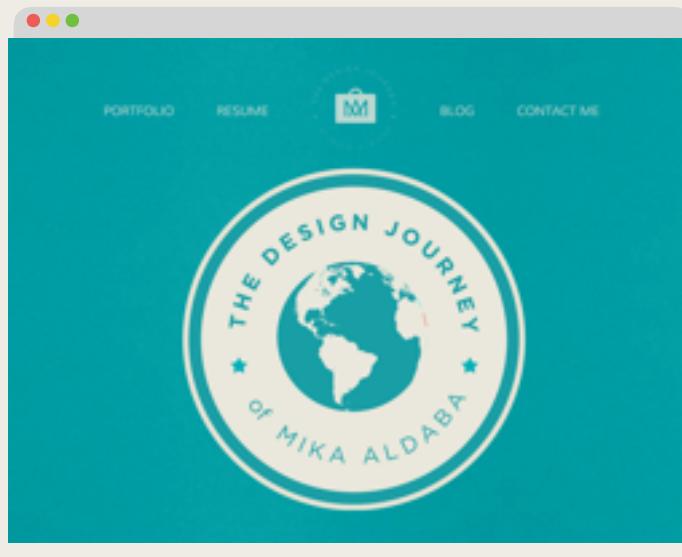
2011



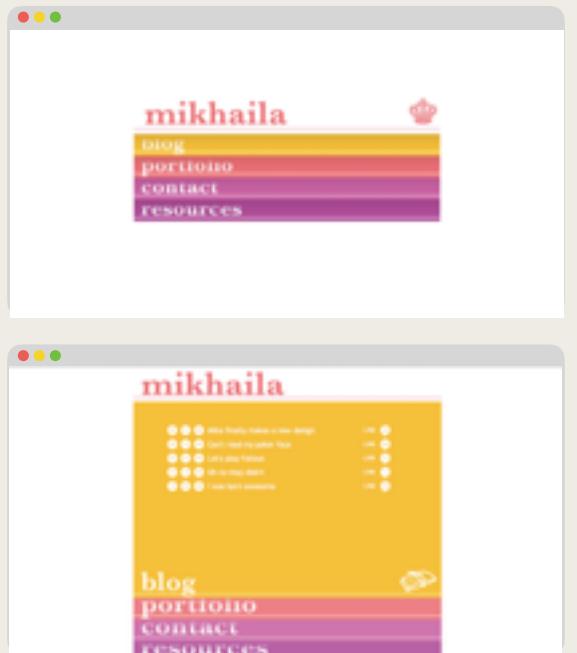
2013



2015



2009



I started with ribbons and crowns in my early design years and transitioned to a more travel related image.

I also chose one colour to represent me: turquoise, my birth month colour.

From Journey to Voyage

2016



New website under construction...

THE EVOLUTION OF MY PERSONAL BRAND



I had to design my first ever business card because of the name card networking culture of Singapore. Because of budget restraints, I myself punched holes and die cut the cards to resemble luggage tags.

To this day I still hand them out in the traditional way of presenting them to the recipient with both hands.



For a while, I briefly considered using red as my personal brand colour. Yes, I used real stamps for my name cards.

Three years after I handed these out, a person approached me at an event calling me the stamp girl.



The current iteration of my card has a simpler design. I wanted something more polished and professional compared to the arts and crafts look I had with my previous cards, so I had them letterpress-printed.

Having something tactile to hand out gave a nice contrast to my digital designs.

GOING VIRAL

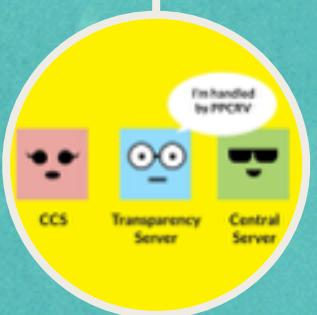


2011
Liberate Graphic
17,434 notes
on Tumblr



2011
Bangkok is
Waiting For You
Campaign

70,042 likes
on Facebook



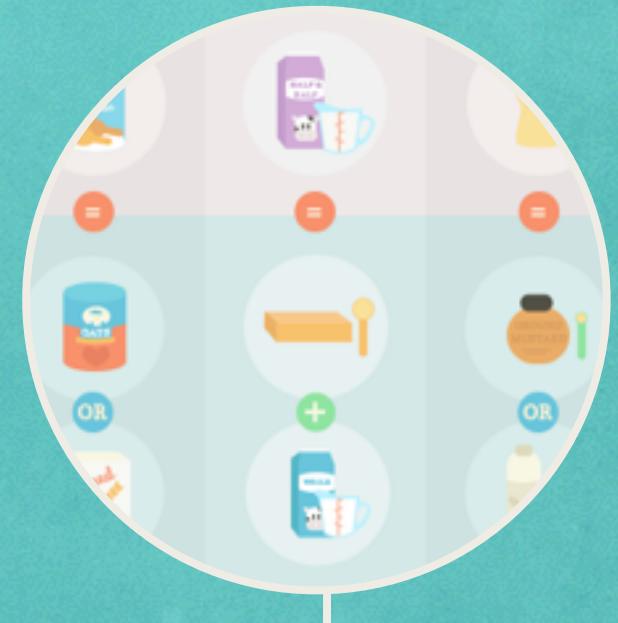
2016
Voting Explained
Infographic

4,895 shares
on Facebook



2016
Philippine Election
Results Cartogram

34,602 organic reach
on Facebook



2014
This for That: Cooking
Substitutions Infographic

178,000 pins
on Pinterest

I want to hit **higher**
target numbers!

PRESS



Kristie Lu Stout CNN 
@klustout

Simple, powerful image. "Liberate" by @rutevera
<http://twitpic.com/432dy4> #Libya #Bahrain
#Yemen #Iran #Algeria #Tunisia #Egypt

RETWEETS LIKES

30 3

4:39 PM - 25 Feb 2011

Reply to @klustout @rutevera



Kristie Lu Stout CNN
Feb 2011
<https://twitter.com/klustout/status/41054763386810368>

Original Tumblr Post:
<http://hailmika.tumblr.com/post/3446198896/i-think-its-good-that-people-are-being-aware>

PRESS



Smile Magazine (Illustrated an 8 page Fiesta special spread)
April 2012

PRESS

The screenshot shows a blog post titled "Mika Aldaba's Design Journey" by twistedfork. The post features a world map with various pins indicating locations like San Francisco, Manila, and London. A "DEAR READER" section includes a personal message from Mika. Below the post is a call-to-action: "Visit the site and hire her. 😊 Really loving this."

CATEGORIES

- ADVERTISING
- CRAFTS
- EVENTS
- FINE ARTS
- GENERAL
- GRAPHIC DESIGN
- ILLUSTRATION
- INDUSTRIAL DESIGN
- INTERACTIVE
- INTERIORS
- MUSIC
- PERFORMANCE
- PHOTOGRAPHY
- STUDENT
- TOYS
- UNCATEGORIZED
- VIDEO
- WRITING

PAGES

- ABOUT
- AUTHORS

MADE IN THE PHILIPPINES

PLUS63 DESIGN CO.

DAN MATUTINA
VAL VILLAR
BEL RAGAY

WEB HOSTING BY
(mmt) mediatemple

Dan Matutina's blog (Art Directors Club Young Guns Awardee)
Feb 2012
<http://plus63.net/2012/02/mika-aldabas-design-journey/>

The screenshot shows an article titled "'Harry Potter' Periodic Table Of Elements: The 117 Elements Known To Wizards" by Meredith Bennett-Smith. The article discusses a Harry Potter-themed periodic table where elements are categorized into houses. It includes a visual of the periodic table and social sharing options.

HUFFPOST TEEN

Edition: US

FRONT PAGE POLITICS ENTERTAINMENT WHAT'S WORKING HEALTHY LIVING WORLDPOST HIGHLINE HUFFPOST LIVE ALL SECTIONS

Agoda Hotel Reservation Book with Agoda & Save up to 75%. Live Support, Instant Confirmation. www.agoda.com

'Harry Potter' Periodic Table Of Elements: The 117 Elements Known To Wizards

08/10/2012 06:58 pm ET | Updated Jul 31, 2014

321 f t p e m

Meredith Bennett-Smith

Harry Potter Periodic Table

BE THE BEST UX MANAGER TRY IT NOW

FOLLOW HUFFPOST

Huffington Post
August 2012
http://www.huffingtonpost.com/2012/08/10/harry-potter-periodic-table-elements_n_1766279.html



Thank you!

Say hi to me at bmaldaba@gmail.com