

THE DESIGN VOYAGE  
of MIKA ALDABA

LONDON

GENEVA

HONG KONG

MACAU

from MANILA  
to EVERYWHERE



PARIS



MALACCA



NEW YORK



BARCELONA



SAN FRANCISCO

DESIGN VOYAGE



MIKA ALDABA



BERLIN



SINGAPORE

BALI



SEATTLE



HOLLYWOOD



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

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**EUROPE**

Berlin  
Oslo

**MIDDLE EAST**

Riyadh

**ASIA**

Manila  
Singapore  
Hong Kong

**NORTH AMERICA**

San Francisco  
New York  
Chicago  
Vancouver

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P R O J E C T S

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2014

# PHOTOSHAKE

## White Widget

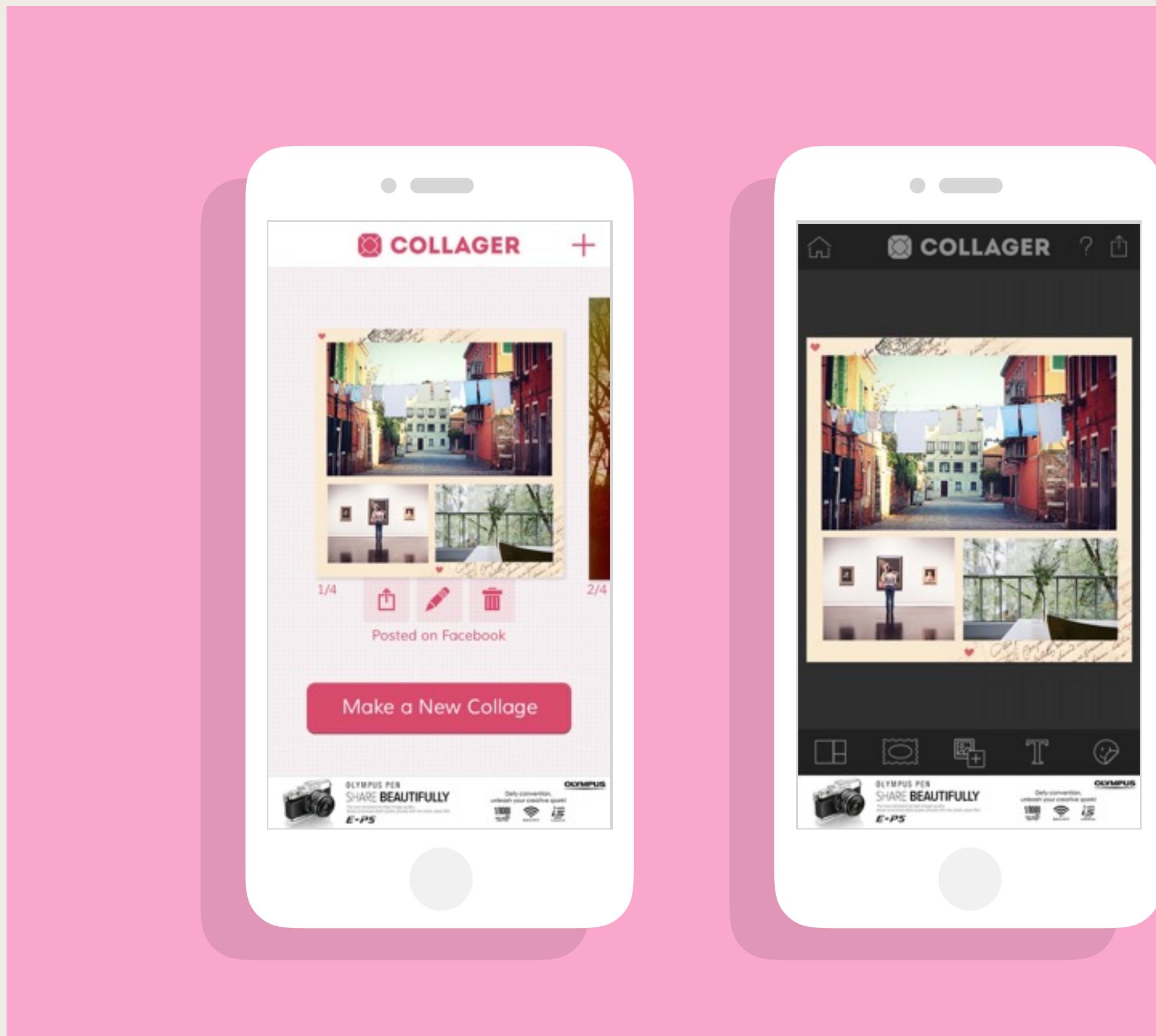
UX    UI    iOS

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

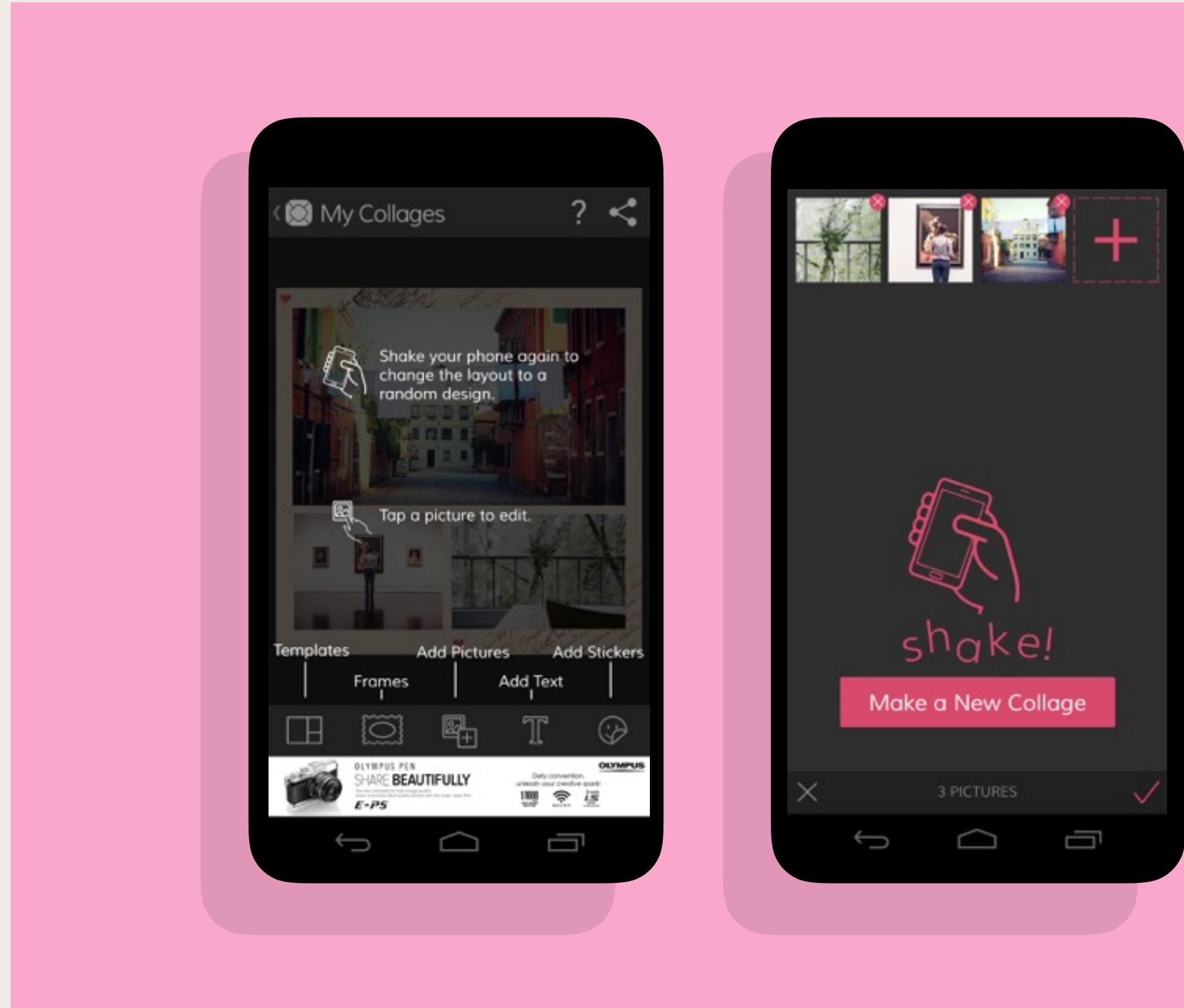
UX    UI    iOS

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

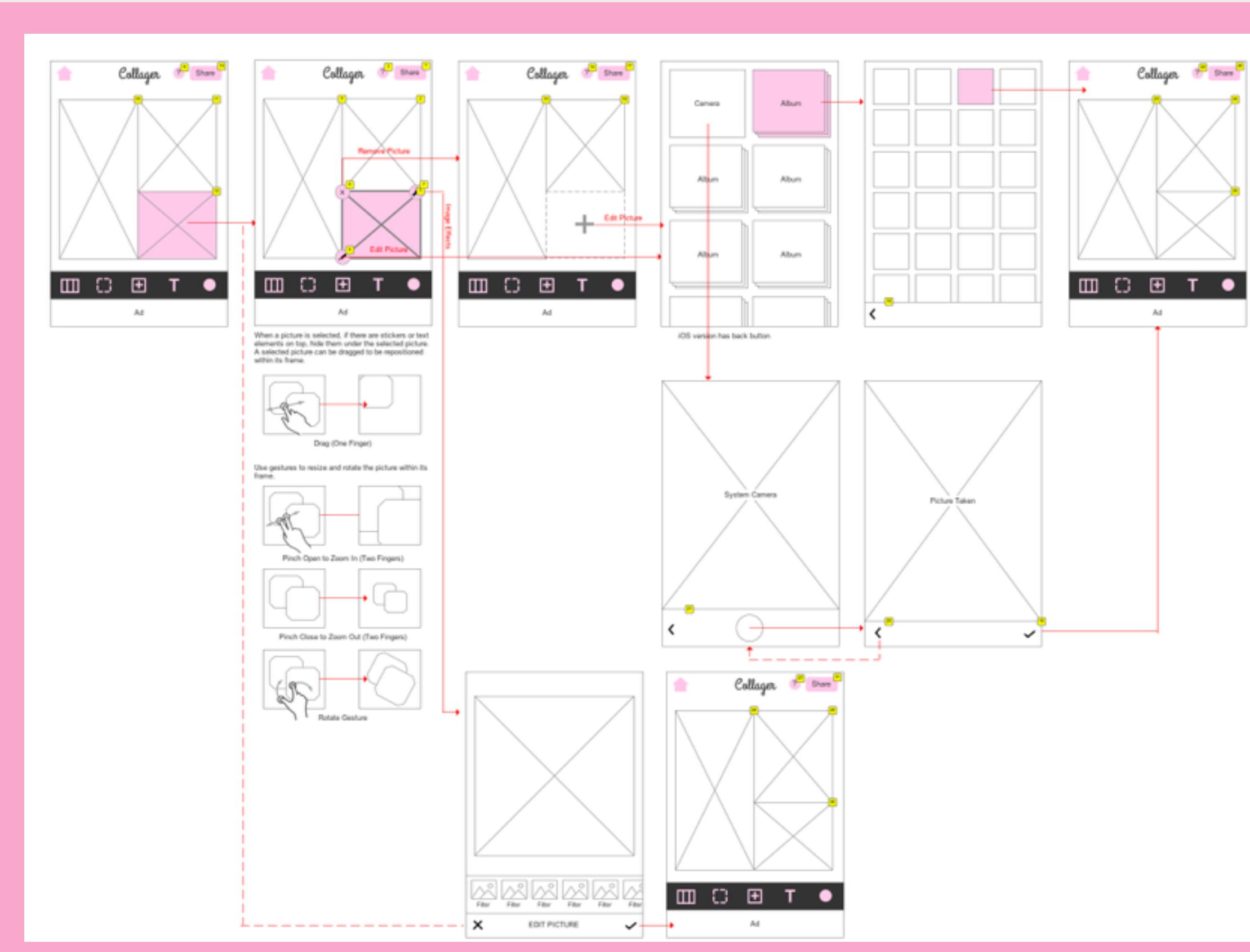
# Android

# 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

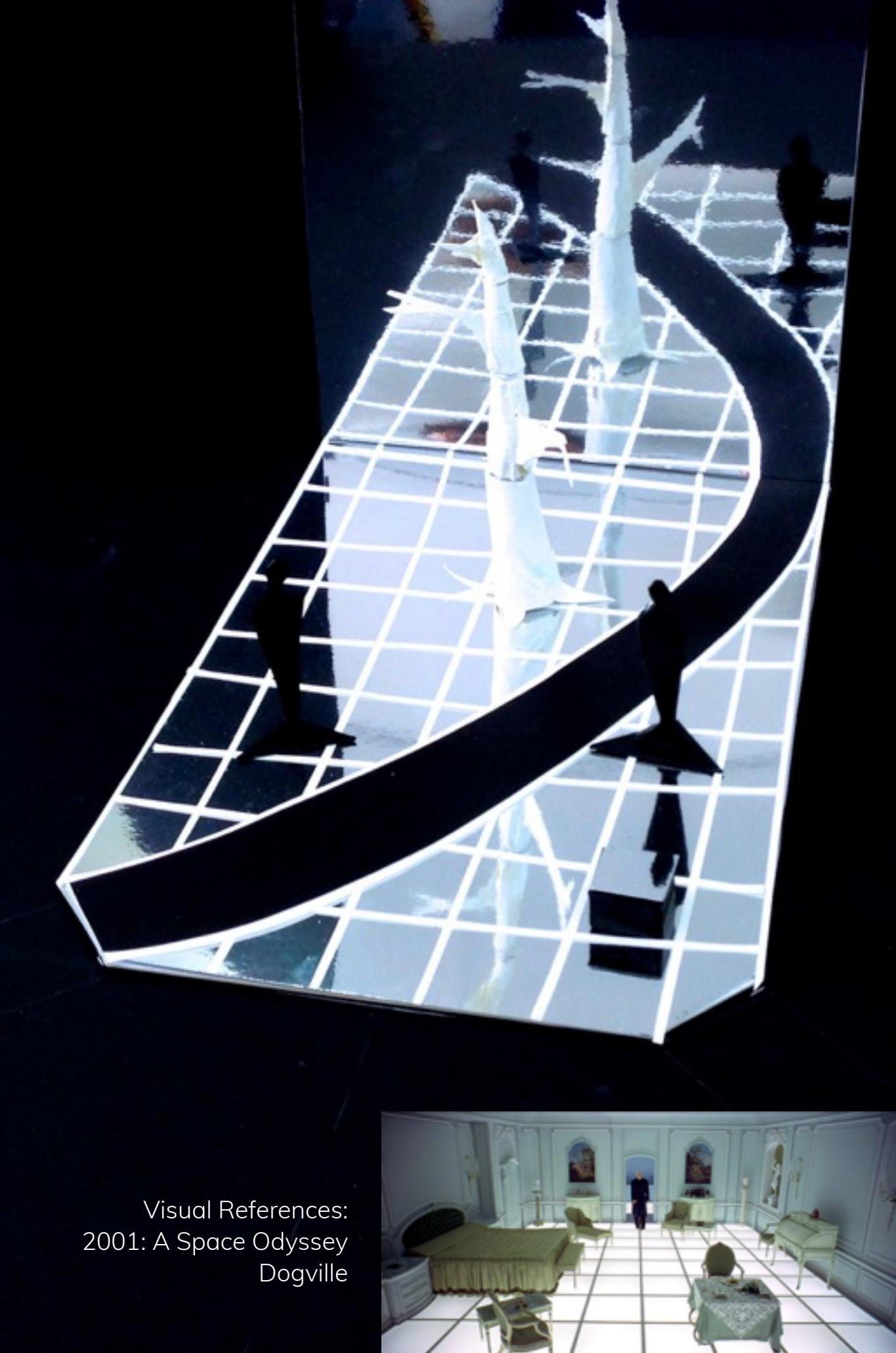
**The Grid:**  
The repetition of lines gives the mood of monotony and also claustrophobia

**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



Visual References:  
2001: A Space Odyssey  
Dogville

# INDUSTRY.GOV.PH

## Pro Bono

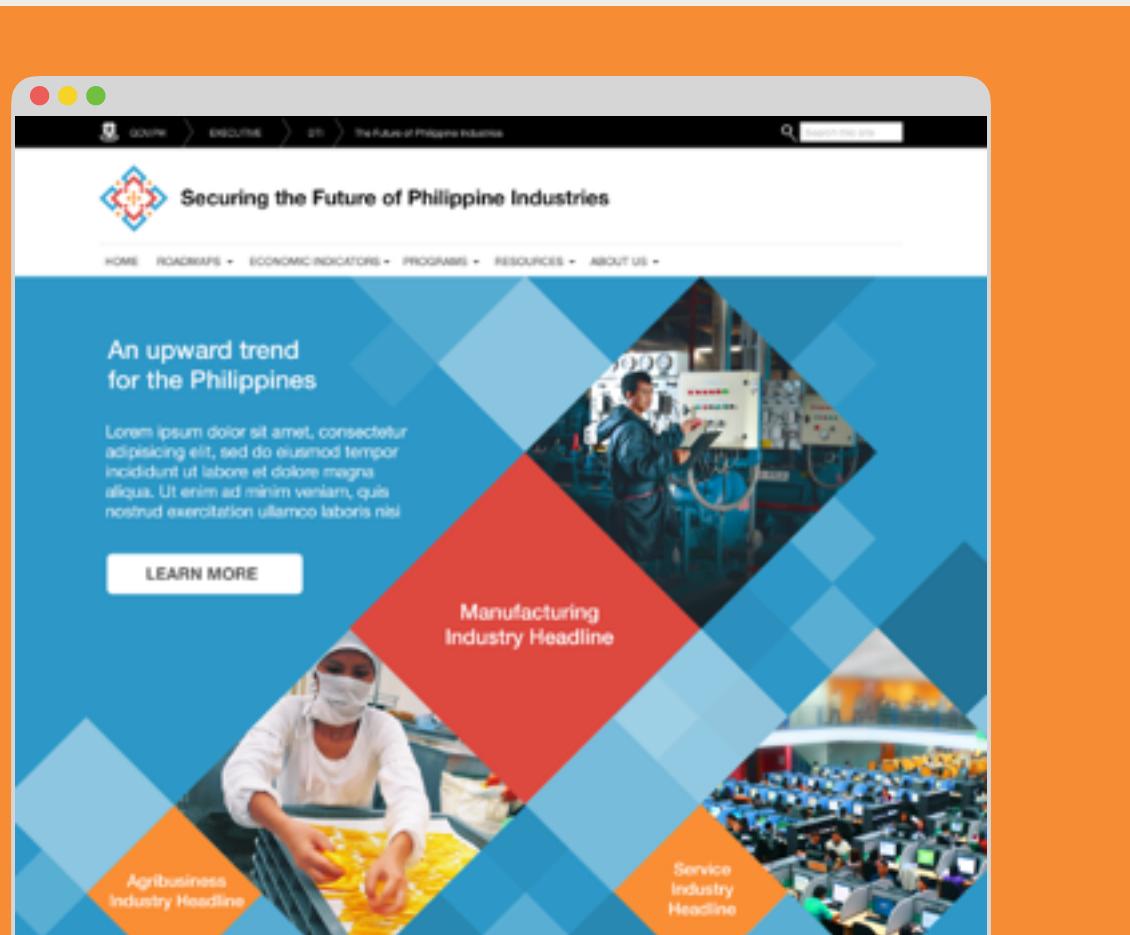
**Web**

**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

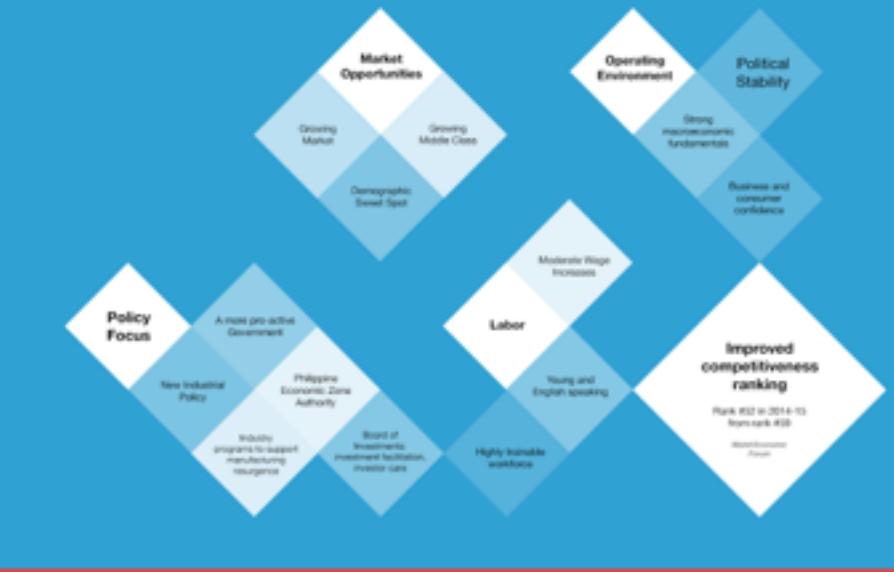


**Homepage**

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.

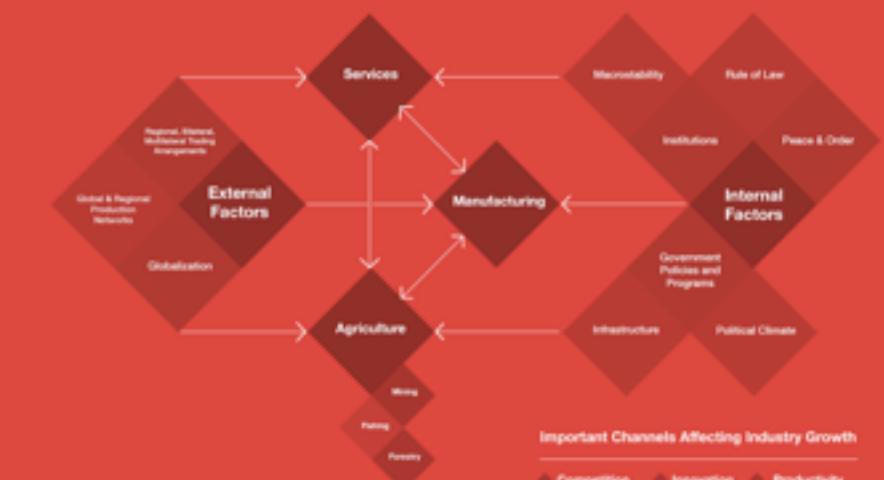
## What Makes the Philippines Different

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

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



Infographics on the Roadmaps page

2015

# INDUSTRY.GOV.PH

## Pro Bono

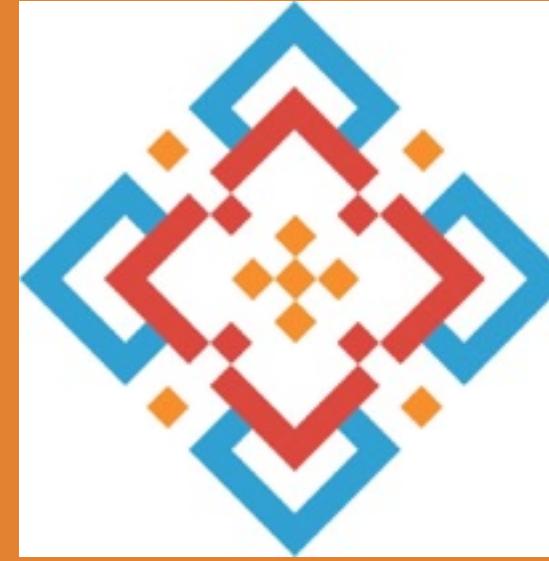
Web

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:  
Branding  
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

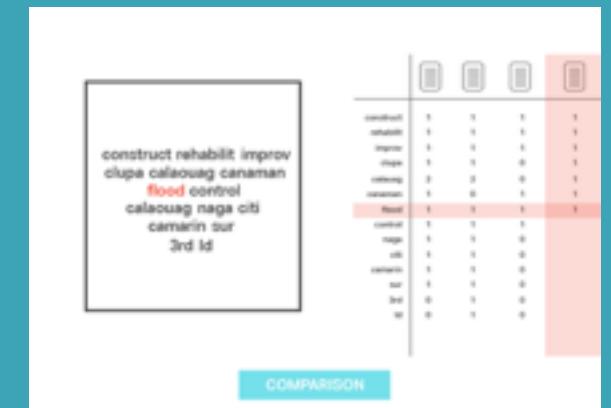
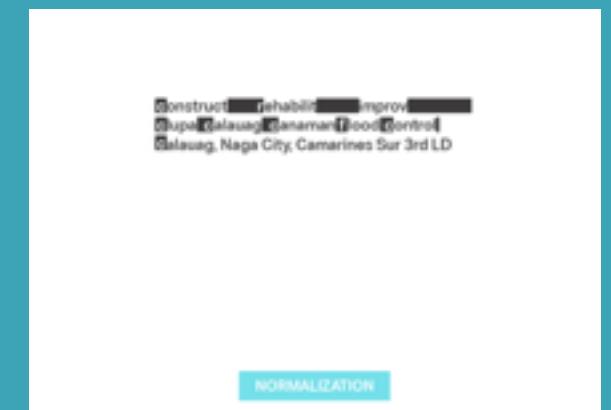
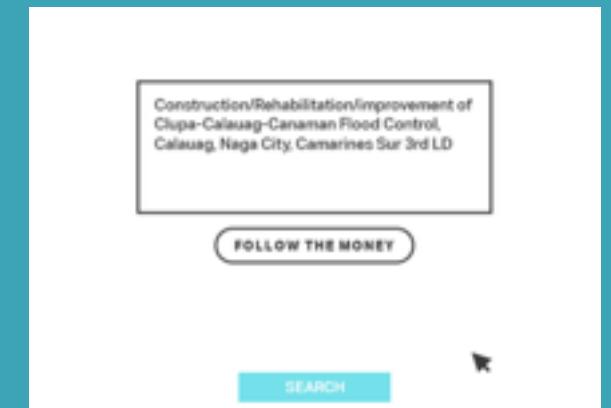
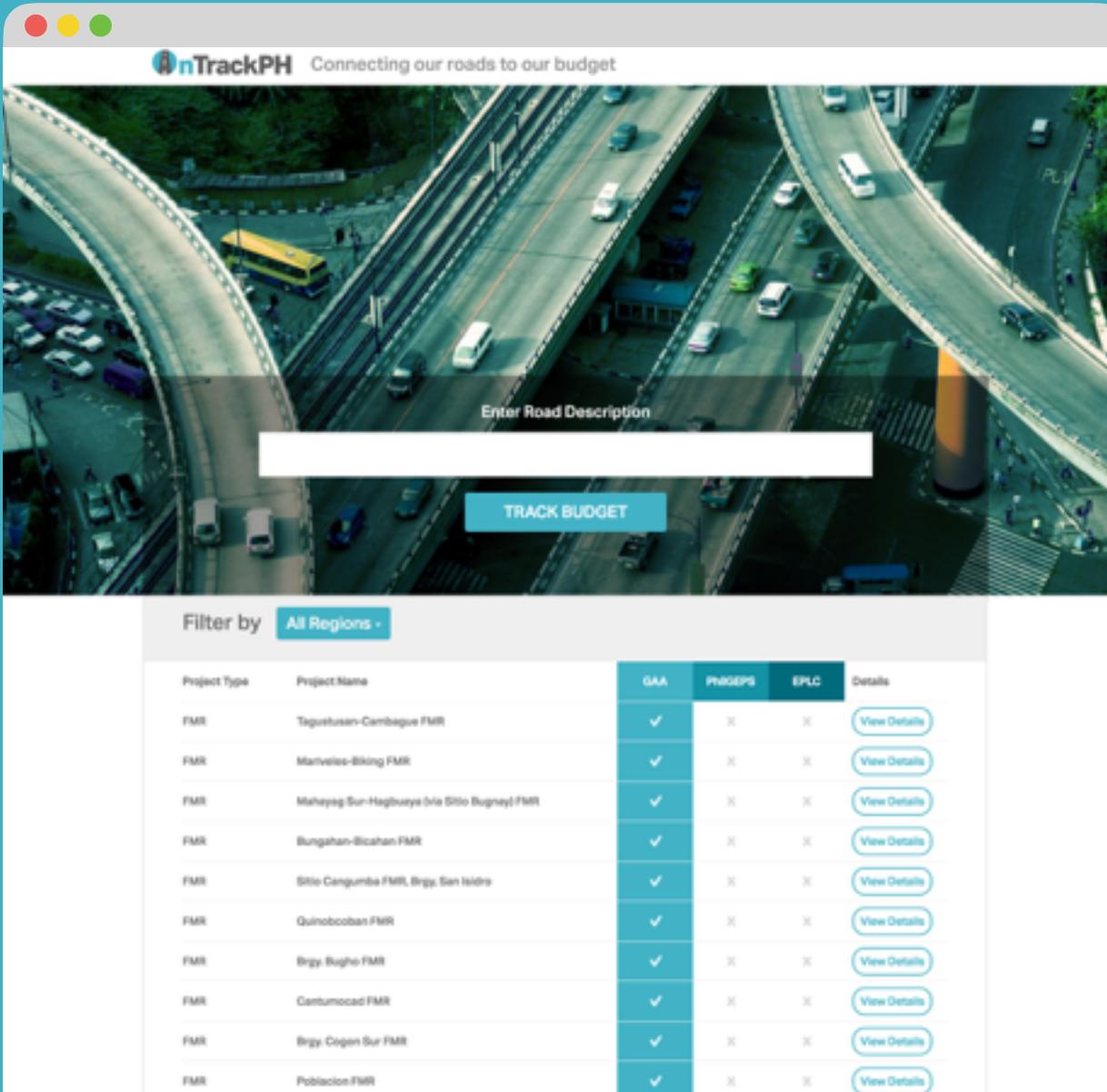
Web

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

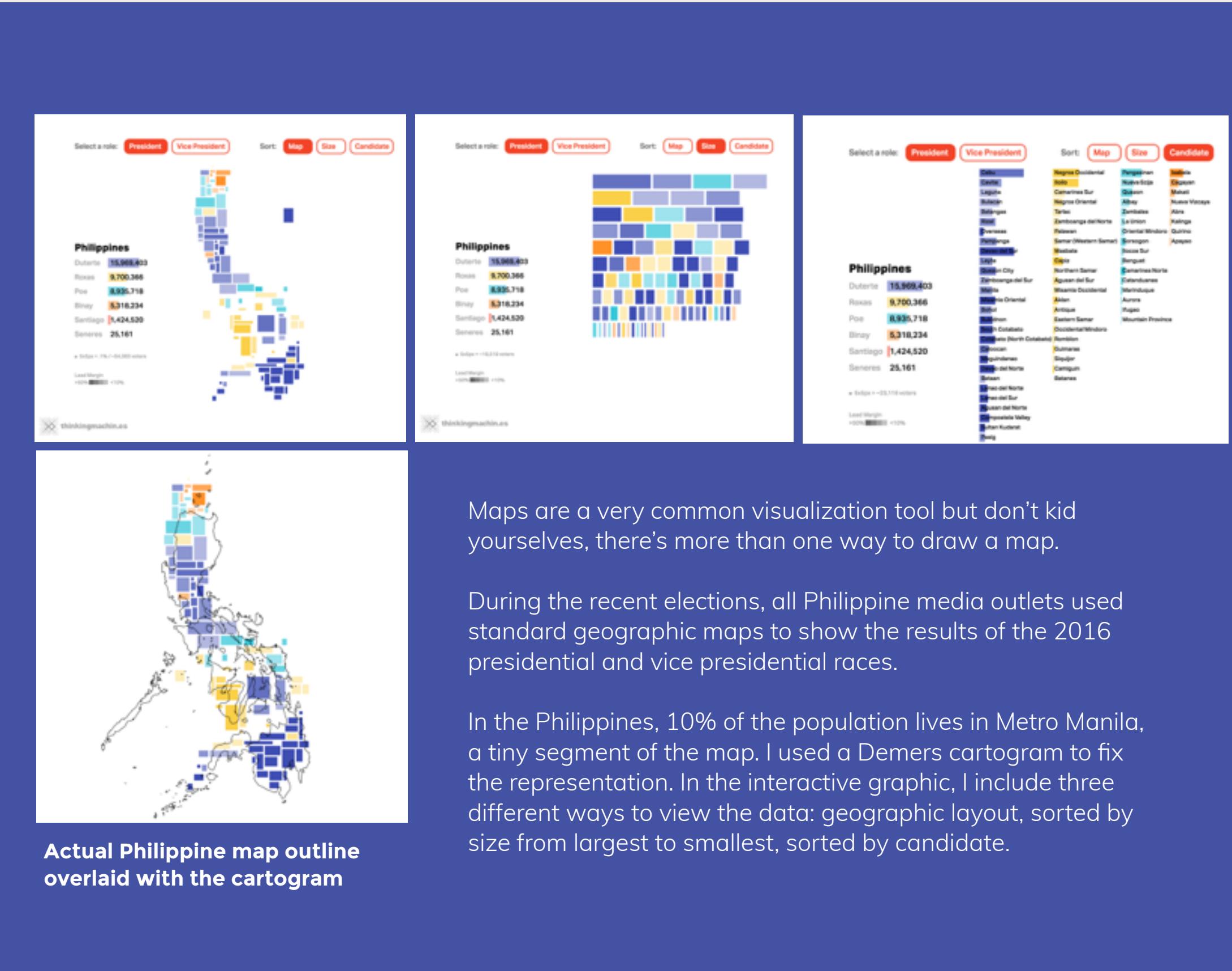
Data Visualization

D3

A self-initiated data story for the company blog:  
[stories.thinkingmachines.es/election2016](http://stories.thinkingmachines.es/election2016)

Project Duration:  
 1.5 weeks

Project Scope:  
 Data Analysis and Design  
 D3 coding  
 Written Article



# PHILIPPINE LANGUAGES

Thinking Machines

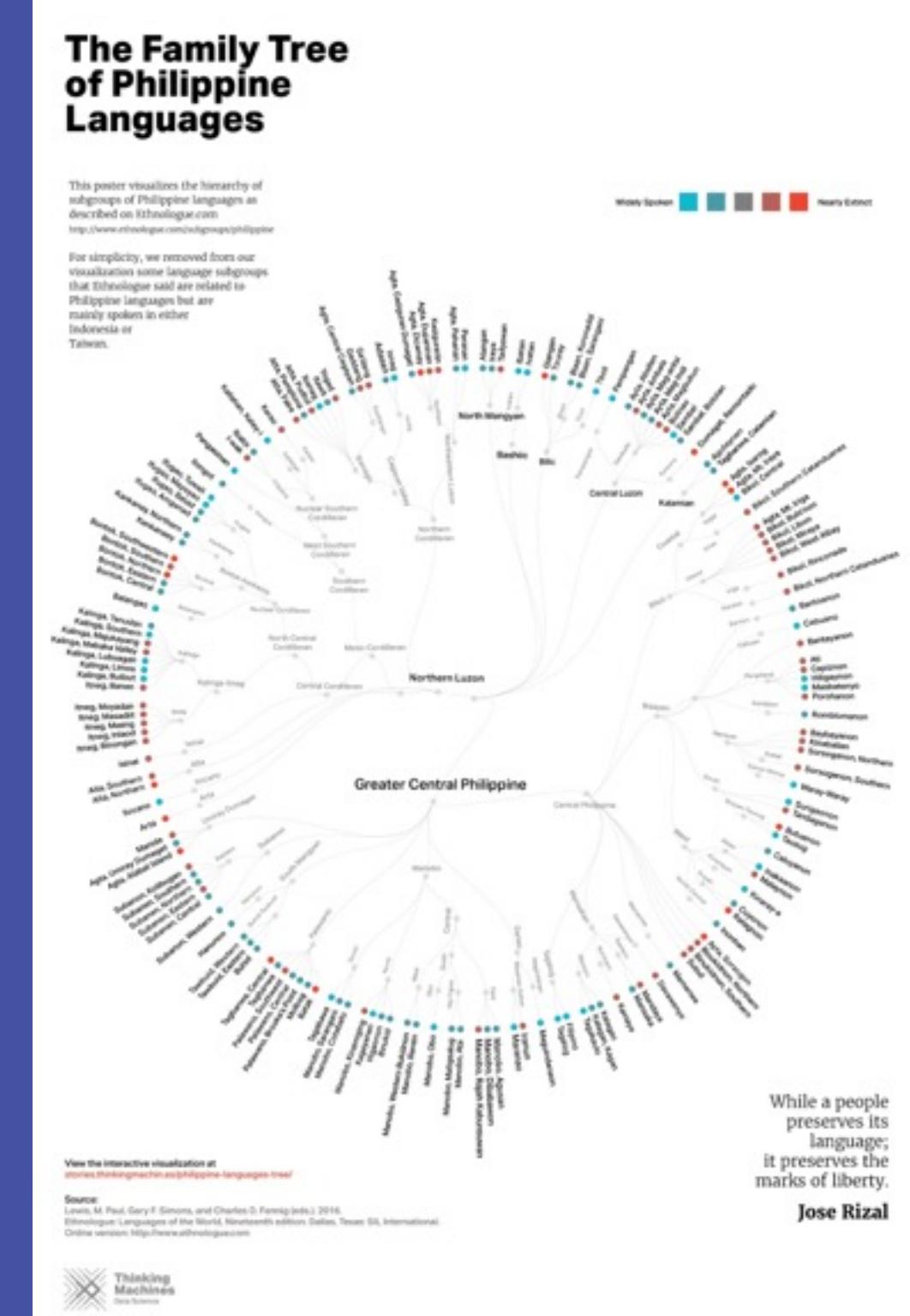
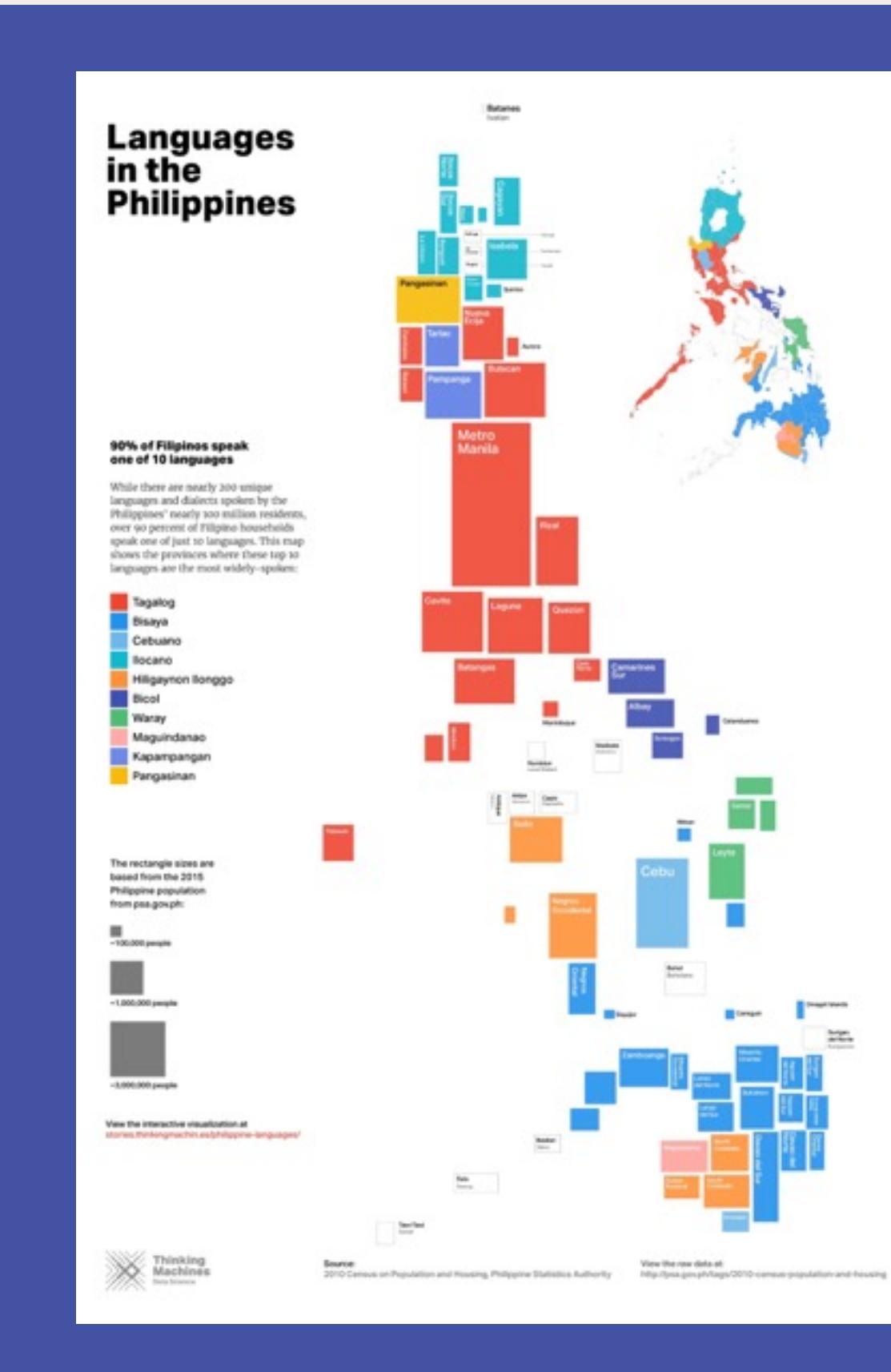
Data Visualization

D3

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

# PHILIPPINE DISASTERS

Thinking Machines

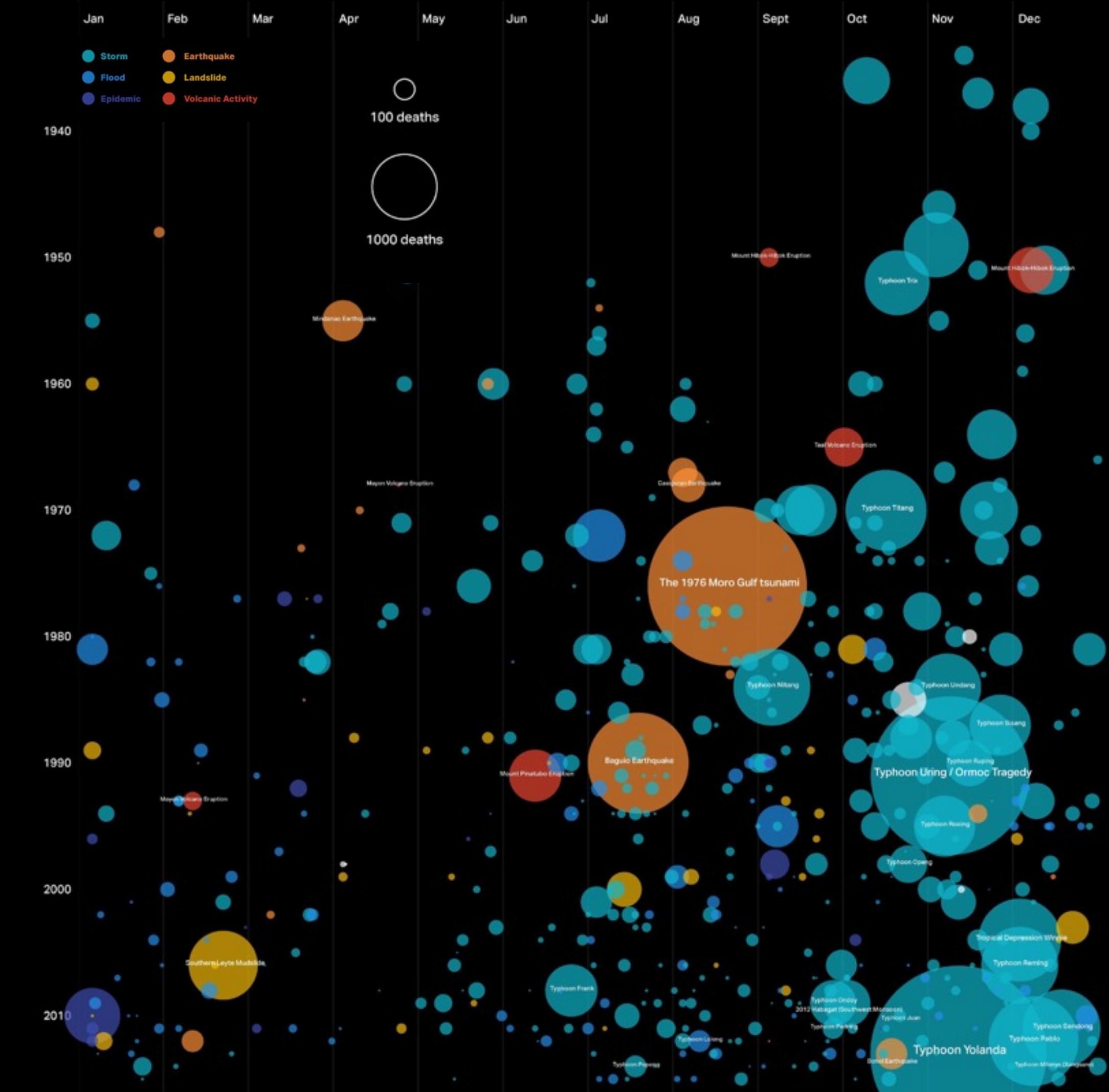
Data Visualization

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

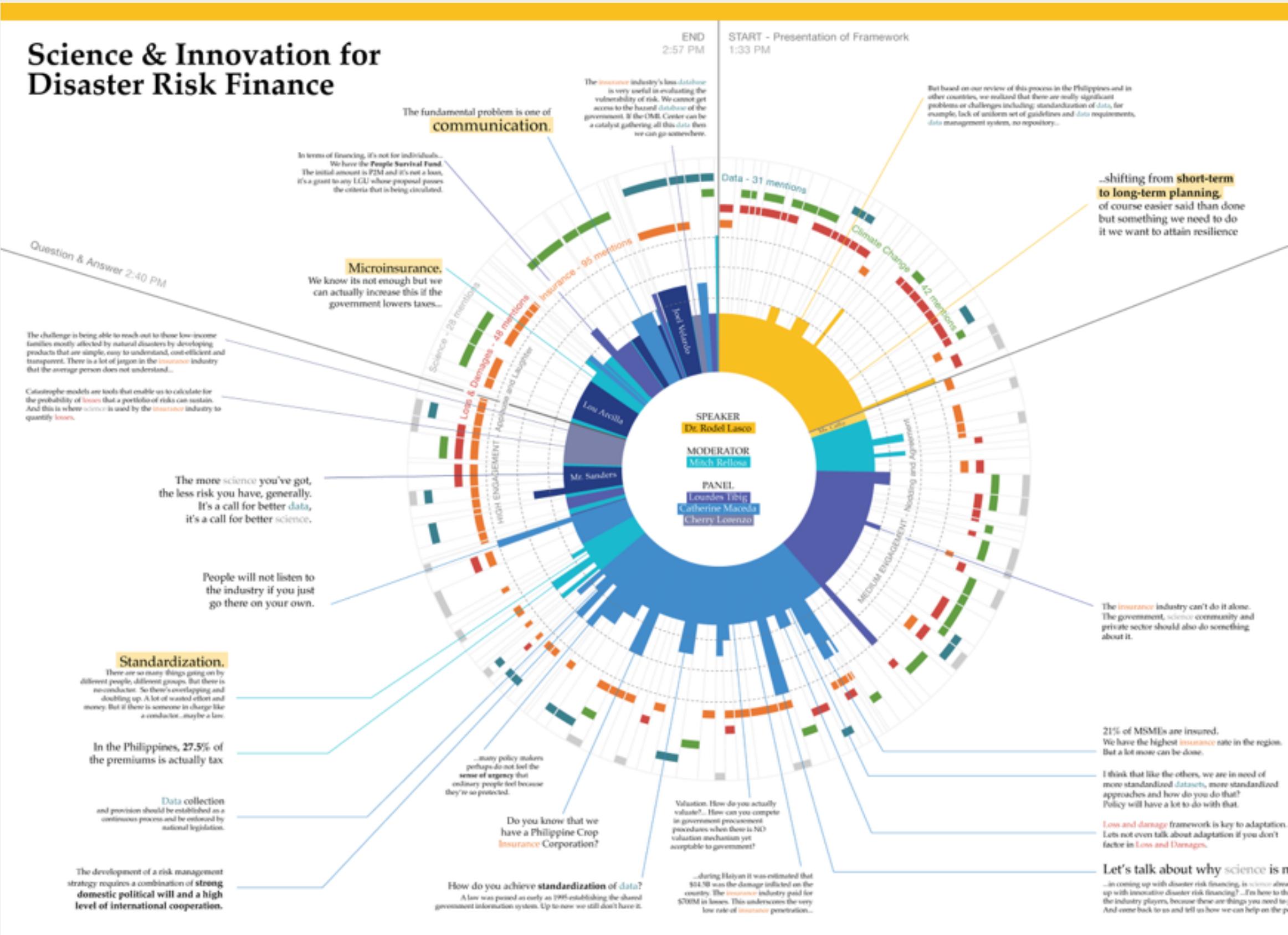
Data Visualization

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

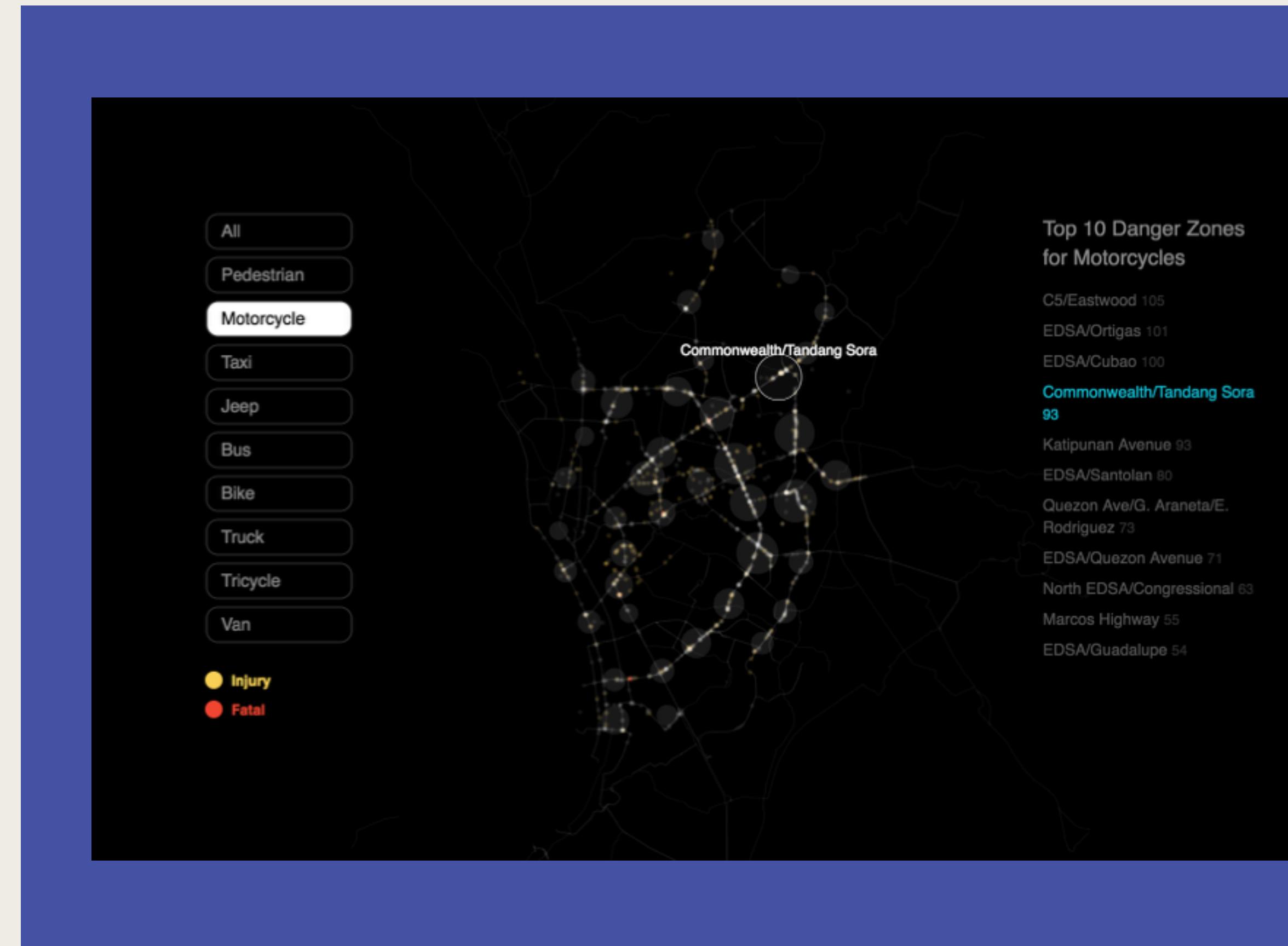
Data Visualization

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

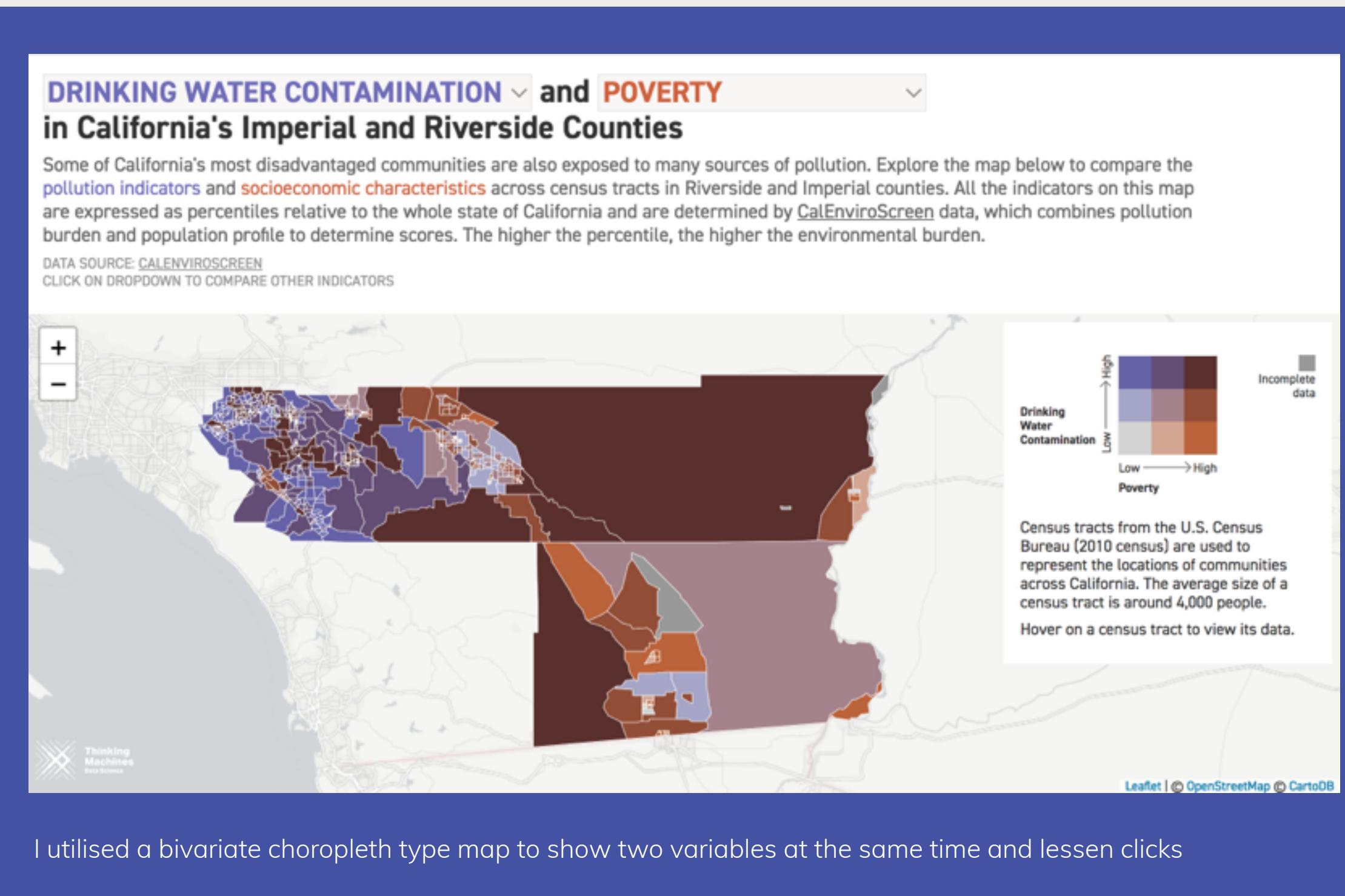
Data Visualization

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



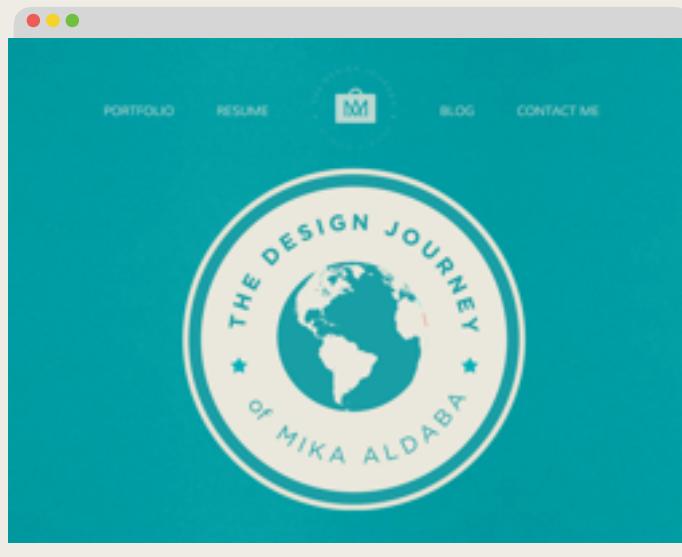
2011



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

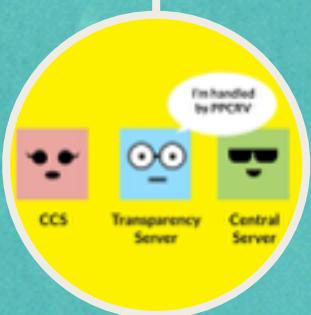


2011  
Liberate Graphic  
**17,434 notes**  
on Tumblr



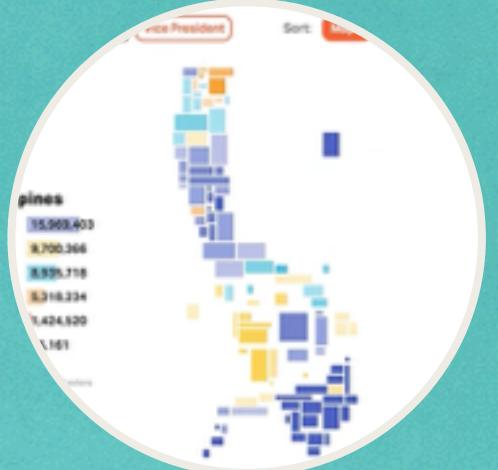
2011  
Bangkok is  
Waiting For You  
Campaign

**70,042 likes**  
on Facebook



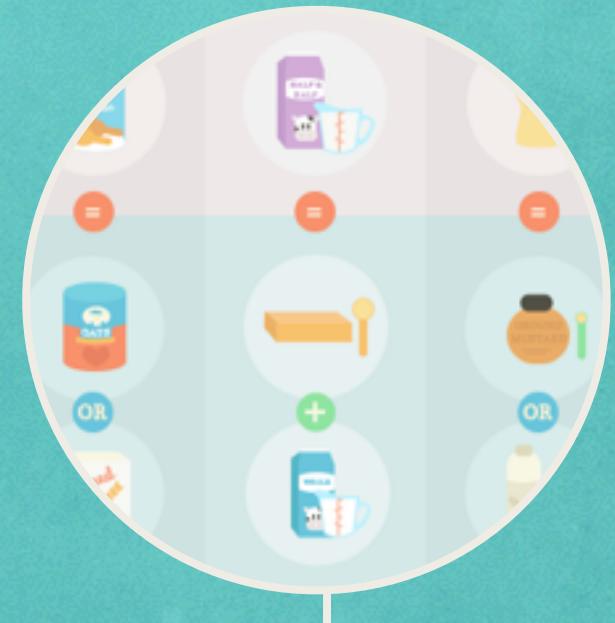
2016  
Voting Explained  
Infographic

**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

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Huffington Post  
August 2012  
[http://www.huffingtonpost.com/2012/08/10/harry-potter-periodic-table-elements\\_n\\_1766279.html](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](mailto:bmaldaba@gmail.com)