



DARLENE OPEÑA

PORT- FOLIO

GRAPHIC DESIGNER 2021 - PRESENT



Darlene Opeña

Graphic Designer

CONTACT ME

- ☎ +639 121 080 430
- ✉ ddarleneopena.uno@gmail.com
- 📱 facebook.com/darlene.opena.3/
- 📍 Alangilan, Batangas City, Batangas

EDUCATION

BS Information Technology
Batangas State University - TNEU
2021- Present

SKILLS

- UI/UX
- Print Ads
- Graphic Ads
- PowerPoint Presentation
- Mock Ups
- Publication Materials

EXPERIENCE

Head Publication Designer 2023 - Present

Committee of Multimedia Creatives | IINTESS Organization

As the Head Graphic Designer at our organization, I lead a dynamic team in conceptualizing and executing visually compelling designs across diverse projects. With a strategic approach and meticulous attention to detail, I ensure brand consistency and elevate our organization's visual identity. Through effective leadership and innovative design solutions, I drive engagement and enhance the overall impact of our brand.

Graphic Designer 2021 - 2023

Pascual & Co. | Triq San pawl il Bahar Europe Malta SPB3415

As a Graphic Designer at Pascual & Co in Malta for two years, I played a pivotal role in crafting visually captivating designs that aligned with the company's brand identity and objectives. Collaborating closely with cross-functional teams, I translated concepts into compelling visual assets for various marketing campaigns and projects. Through my creativity and dedication, I contributed to enhancing the company's brand presence and communication strategies.

REFERENCES

Jennifer Muscat

Pascual & Co. / Managing Director

Phone: +356 79353728

Email: inquiry.pascualcolimited@gmail.com

RES- UME

“Creativity is

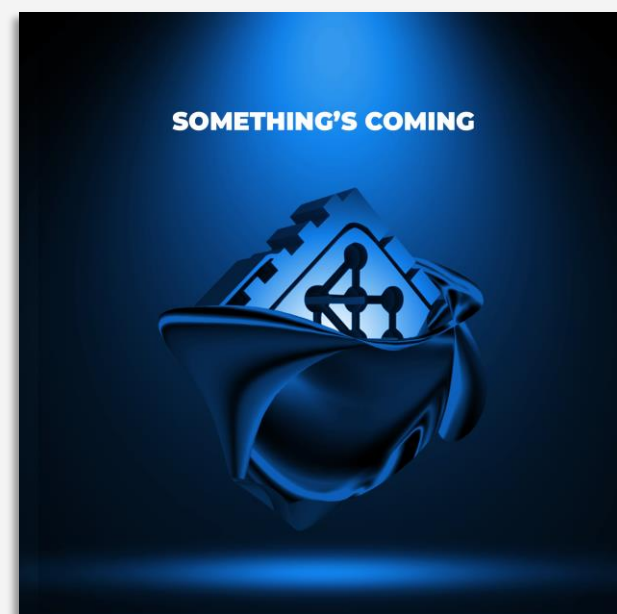
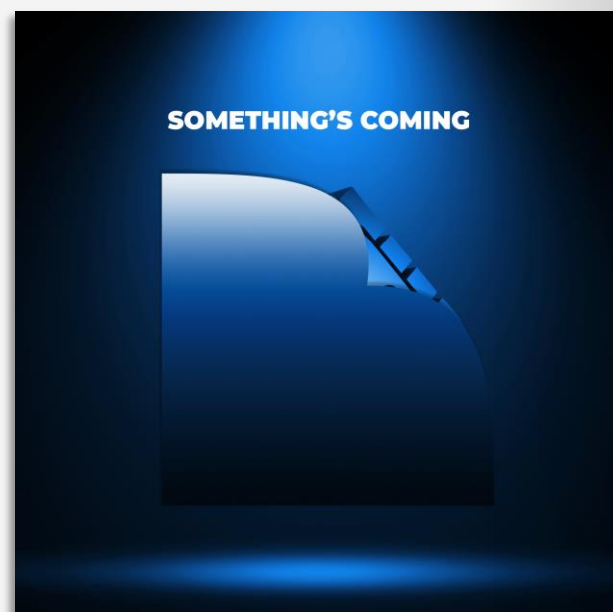
allowing yourself
to make mistakes.

Design is knowing

which ones to

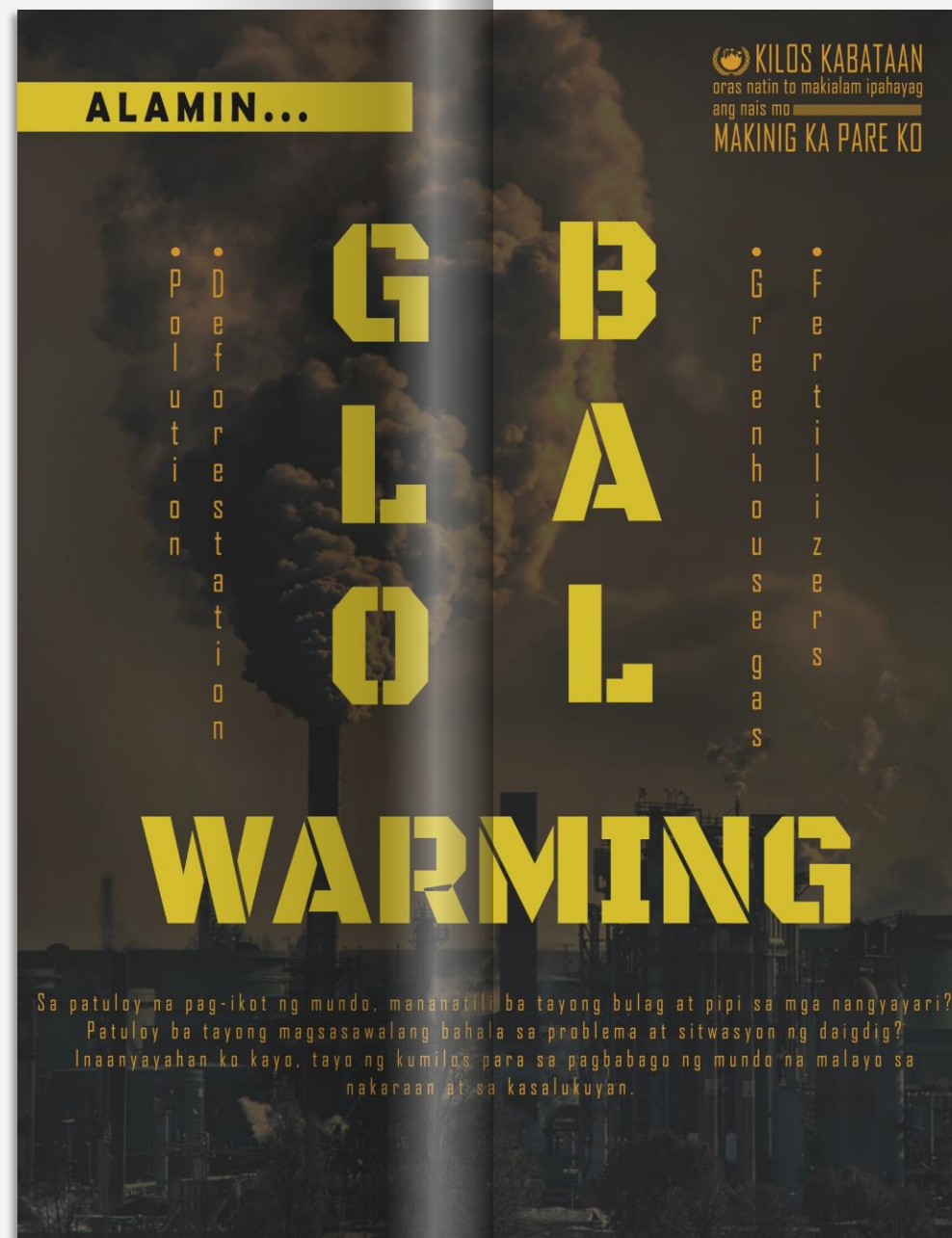
keep”

-Scott Adams




EVENT POSTERS

This curated collection of event posters showcases my versatility and creativity as a graphic designer across a range of projects. Each poster is a unique visual representation of its respective event, capturing its essence and purpose through thoughtful design choices.



INTEGRATED INFORMATION TECHNOLOGY STUDENT



THE POWER OF
JUANA
SAT 19 MAR



BREAKING BIASES

FACEBOOK LIVE | 10:00 AM | ZOOM


Intensifying Initiatives Nurturing Technological Efficacy Through Scholastic Service
facebook.com/intessorg | intessalangilan@batstate-u.edu.ph



UNLEASHED
INNOVATE AND COLLABORATE

A GENERAL ASSEMBLY OF
CICS GRADUATE PROGRAMS' STUDENTS

NOV 5, 2023 | 9:00 AM - 3:00 PM | DANCE HALL - FDC



This dynamic advertising poster, crafted for Pascual & Co, serves as a vibrant invitation to prospective talent to join our esteemed team. The imagery portrays a diverse and dynamic workforce, reflecting Pascual & Co's inclusive culture and values.

■ Advertising Poster

Client
Pascual & Co Limited

Scope
Advertising Poster

Year
2021



d'afforda BOYLES

Savor the Savings. Indulge in Flavor

THE MENU			
SOLO MEAL			
SMALL CHURROS	20	SMALL MOJOS	20
Crunch into Churro Heaven! Bite-sized and bursting with original flavor, our popcorn-sized churros are the perfect snack for any craving.		Crispy, golden, and seasoned to perfection, they're the ideal snack for satisfying your cravings on the go.	
LARGE CHURROS	25	MEDIUM MOJOS	30
Indulge in Churro Heaven! Treat yourself to our generously sized churros, packed with delicious flavor and perfect for snacking or savoring solo.		Mighty Mojos, Medium Size! Enjoy our medium portion of crispy mojos, perfectly sized for a satisfying snack or a delightful side dish.	
HOTDOG ROLL	20	LARGE MOJOS	40
Sizzle into Satisfaction! Our hot dog rolls are a mouthwatering blend of fluffy buns and juicy hotdogs, crafted to perfection for an irresistible taste experience.		Go big with Mojos! Our large portion of crispy mojos is perfect for snacking or indulging solo. Each bite offers a satisfying crunch and bursts with irresistible flavor, making it the ultimate snack or side dish.	
CHURROS FLAVORS		COMBO MEALS	
ORIGINAL FLAVOR		COMBO 1	35
Indulge in our timeless original flavor churros for a taste of pure delight.		Mojos Hotdog Roll Lemonade of Your Choice	
UBE FLAVOR		COMBO 2	30
Delight in our luscious ube-flavored churros for a uniquely delicious experience.		Churros Mojos Lemonade of Your Choice	
CHURROS DIPS		COMBO 3	50
CHOCOLATE DIP	5	Mojos Churros Fries Lemonade of Your Choice	
Immerse in our decadent chocolate-dipped churros for a truly indulgent treat.		COMBO 4	55
UBE DIP	5	Mojos Hotdog Roll Fries Lemonade of Your Choice	
Dive into the rich, velvety goodness of our signature ube dip, adding a delightful twist to your churro experience.		COMBO 5	100
DRINKS ARE ALSO AVAILABLE		All-in	

SAVOR THE SAVINGS, INDULGE THE FLAVOR

FOOD MENU



DELIVERY 18

DELIVERY 19

DISCOVER DELIGHTFUL DELICACIES AT AFFORDABOYLES! INDULGE IN OUR MOUTHWATERING CHURROS, SAVORY HOTDOG ROLLS, CRISPY MOJOS, AND GOLDEN FRIES. HURRY, WHILE SUPPLIES LAST!

D'AFFORDABLES.FACEBOOK.PH

"Layout design is the silent storyteller of advertising posters, guiding the viewer's journey through a visual narrative that speaks louder than words."

AMOR PROPIO

Self-respect or Self-esteem

Amor propio is derived from the concept of 'face'. While Filipinos are known for their hospitality and warmth, they also have a strong sense of personal boundaries and respect for themselves.

Having a healthy ego is a good thing and an intrinsic part of being human. Having an overly-inflated ego, however, can cause a variety of problems especially when it comes to relationships. A damaged amor propio can be cause for shame (hiya).

In a lighter view, this sense of amor propio is evident in the way Filipinos approach interpersonal relationships. They value honesty and sincerity, and they expect the same from others. They are quick to defend their honor and dignity, and they are not afraid to stand up for what they believe is right.

In a nutshell, amor propio is an essential aspect of Filipino culture that explains the moral character of Filipinos. The value placed on self-respect and dignity is reflected in the way Filipinos interact with others, approach their work and accomplishments, and advocate for social justice. The sense of integrity, accountability, and fairness that is embodied in amor propio is a fundamental aspect of the Filipino moral character.



The gesture of Respect

*P*agmamano is a traditional Filipino gesture done by younger individuals to show respect towards their elders when greeting, bidding farewell or having the desire receive blessings from them. This involves taking the elder's hand and lightly touching it to one's forehead.

In addition, the use of "po" and "opo" are also used to show respect to those in authority or to elders. By using these respectful terms, Filipinos demonstrate their sense of respect and dignity, and they avoid any behavior that could be considered disrespectful or inappropriate.

Conclusively, the use of pagmamano and "po" and "opo" reflects the deep respect and reverence that Filipinos have for their elders and those in authority. These practices embody the values of "pakikisama," "galang sa nakatatanda," and "hiya," which are fundamental aspects of Filipino moral character. They help to maintain harmonious relationships and to strengthen the bonds between generations.

WRITTEN BY
FRENCH'S ESTRADA

EDITED BY
FRENCH'S ESTRADA

PAKIKISAMA

Sense of togetherness



UTANG NA LOOB

Debt of gratitude

*P*akikisama is a unique aspect of Filipino culture that describes the strong sense of togetherness and camaraderie among Filipinos.

This can be seen in various aspects of their life, from the way people interact with their families and friends to the workplace and even in politics. It is not uncommon for Filipinos to form strong bonds with their coworkers or to rely on their extended families for support and guidance.

At its core, "pakikisama" is about valuing harmonious relationships with others and prioritizing the needs of the group over one's individual needs. These are reflected in their warm hospitality, strong family ties, and willingness to help others, even if it means sacrificing their own interests.

Undoubtedly, "pakikisama" plays an important role in shaping the moral character of Filipinos by emphasizing the values of kindness, cooperation, and consideration for others. It reflects the deep-seated belief that everyone is interconnected and that we should all strive to live harmoniously with one another.

*I*n some instances, due to Filipinos' "pakikisama", utang na loob can be formed. It is a fundamental aspect of Filipino culture that refers to the debt of gratitude to repay someone for a favor or act of kindness. It often plays a significant role in building and maintaining relationships.

"Utang na loob" creates a sense of obligation to reciprocate kindness and generosity, inspiring Filipinos to go out of their way to help others and be more generous. However, it can also have a negative impact. The person who received a favor may feel a sense of indebtedness that they can never fully repay, leading to feelings of guilt and anxiety. In extreme cases, it can even result in individuals feeling trapped or manipulated.

Despite its potential drawbacks, "utang na loob" remains a powerful force in Filipino culture, inspiring individuals to act with kindness and generosity towards others. By understanding and navigating the complexities of this cultural concept, Filipinos can continue to build strong relationships and foster a sense of community based on mutual respect and gratitude.



HOSPITALITY:

The Core of a Filipino Soul

*F*ilipino hospitality is renowned worldwide for its warmth, generosity, and genuine care for others. It is a core value accompanying deeply ingrained in the Filipino culture, and it is evident in the way Filipinos welcome visitors and guests and even strangers into their homes and communities.

Filipinos are known for their exceptional kindness and generosity towards strangers. It is common for Filipinos to offer food and drinks to visitors even if they have just met them. This gesture of sharing and hospitality is a reflection of the country's belief in the importance of

community and social connections. Filipino hospitality is not just limited to home visits but also extends to public places such as hotels and restaurants. Filipino service providers are known to go the extra mile to ensure the comfort and satisfaction of their guests. They often greet guests with a warm smile and engage in friendly conversation to make them feel at home.

Hospitality is not limited to Filipinos themselves. The country is also known for welcoming foreign visitors with open arms. Tourists and travelers are often greeted with a warm smile and offered assistance in navigating their

way around the country. It is also evident in celebrations and festivals. Filipinos love to celebrate and are known for throwing extravagant parties and gatherings. During these events, visitors are treated as part of the family and are often invited to join in the festivities.

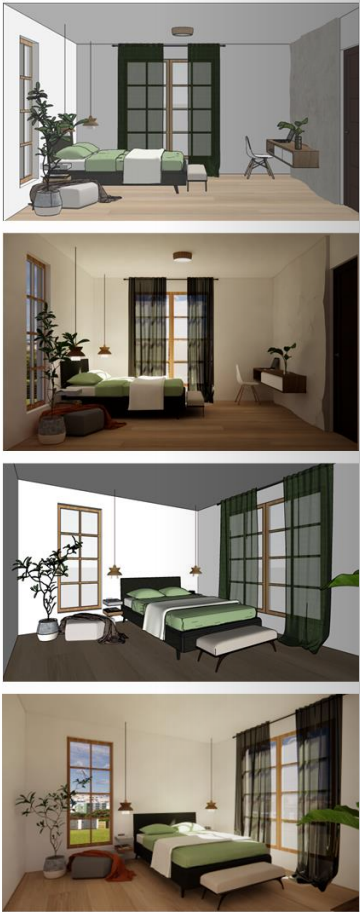
Filipino hospitality is a vital part of the country's culture and identity. It is a reflection of the Filipino belief in the importance of community and social connections, and it is a quality that is deeply valued and upheld by the Filipino people.

This portfolio entry highlights my expertise in crafting engaging and visually captivating magazines that captivate readers and elevate content to new heights.

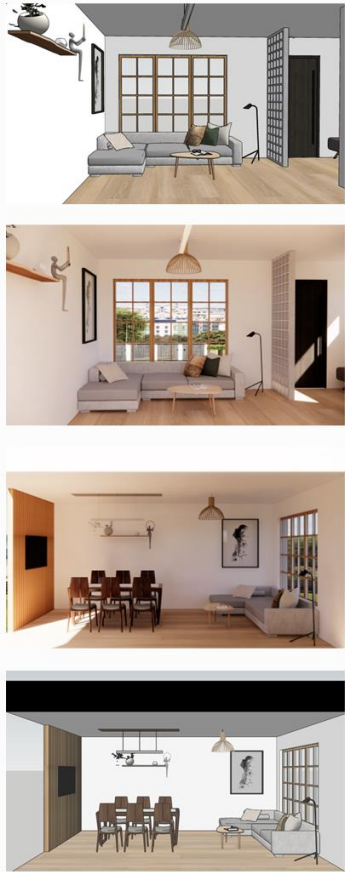


BEDROOM

Step into this serene space where minimalistic Japandi style reigns supreme. Clean lines, natural materials, and a harmonious blend of Japanese and Scandinavian elements create a tranquil atmosphere.



JPN
JDD

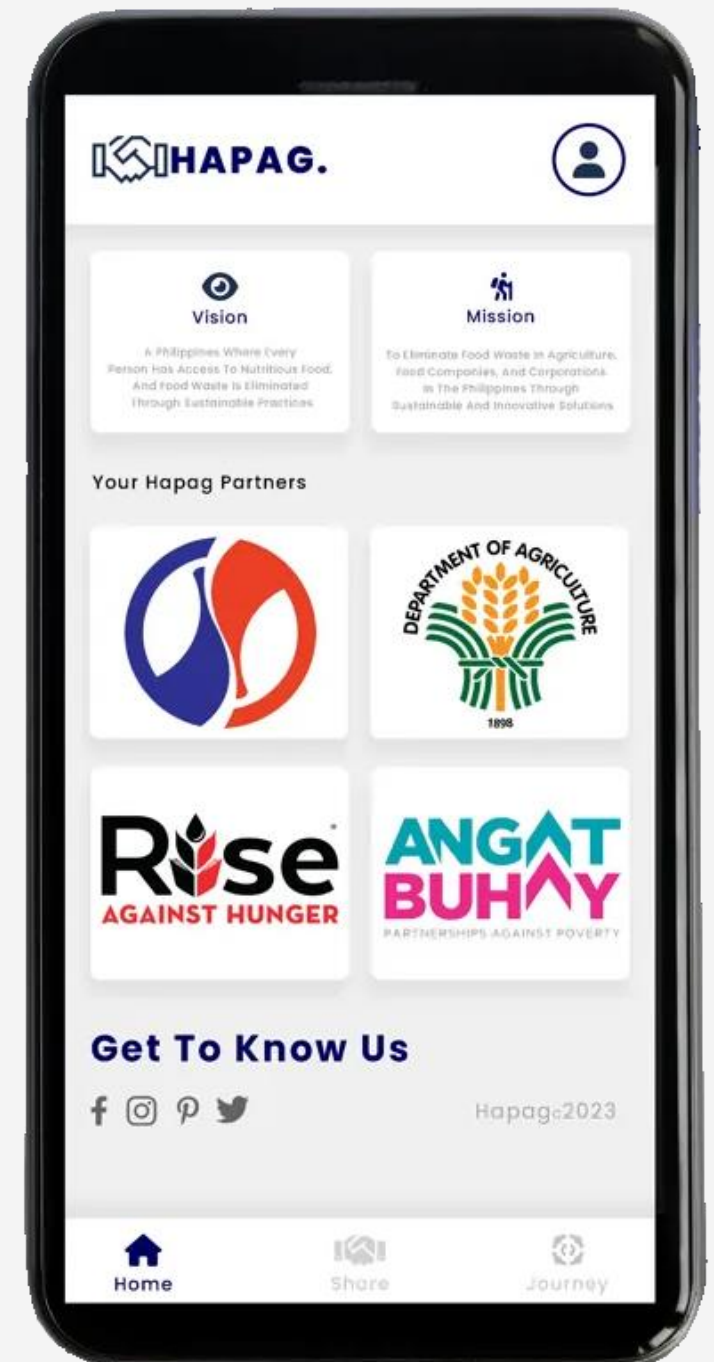
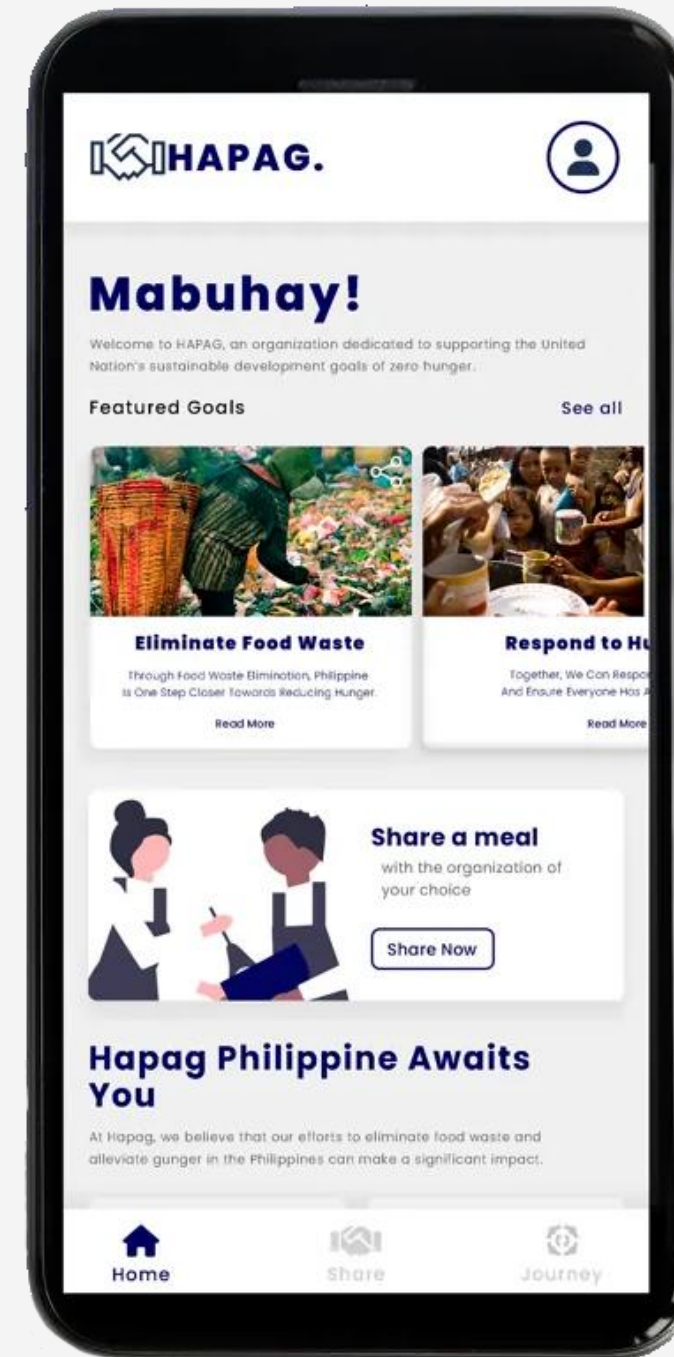
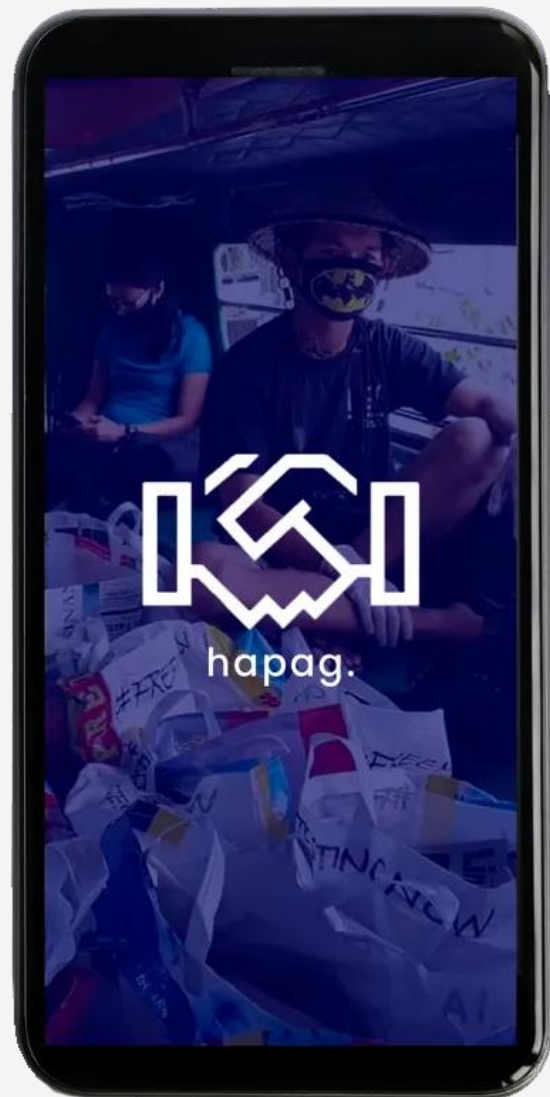


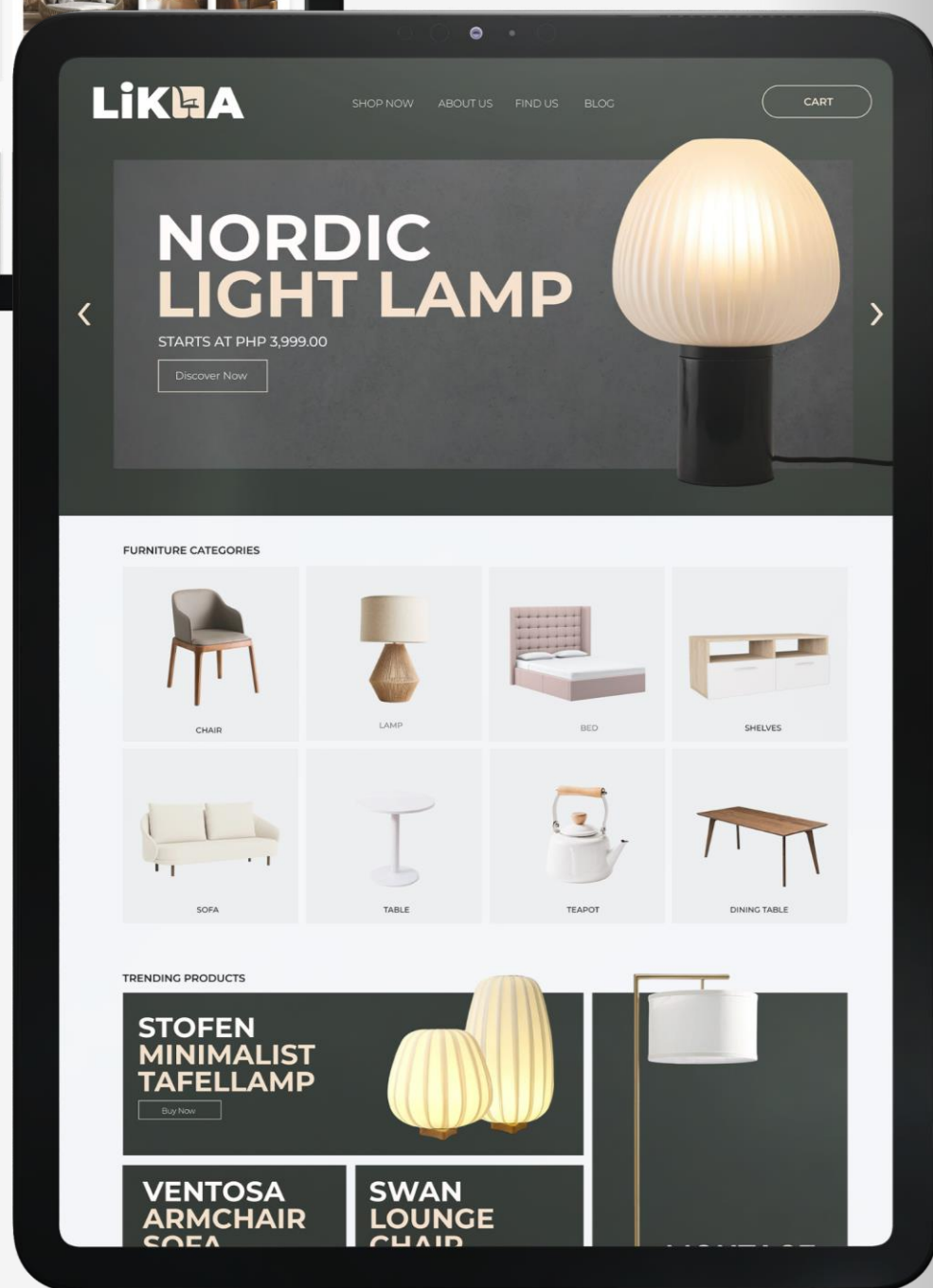
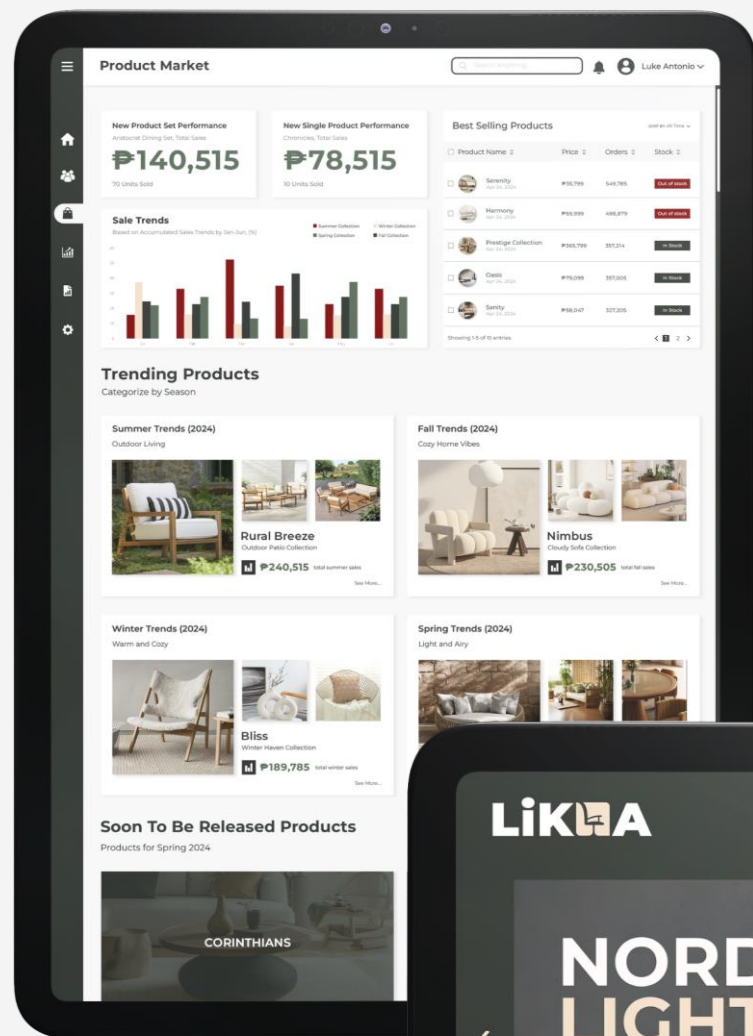
Think uncluttered spaces, muted earth tones, and carefully curated furniture pieces that celebrate simplicity and functionality. Each room invites a sense of calmness with its balanced mix of clean design and cozy textures.

Each magazine represents a meticulous fusion of design elements, typography, and layout, tailored to the unique theme and target audience.

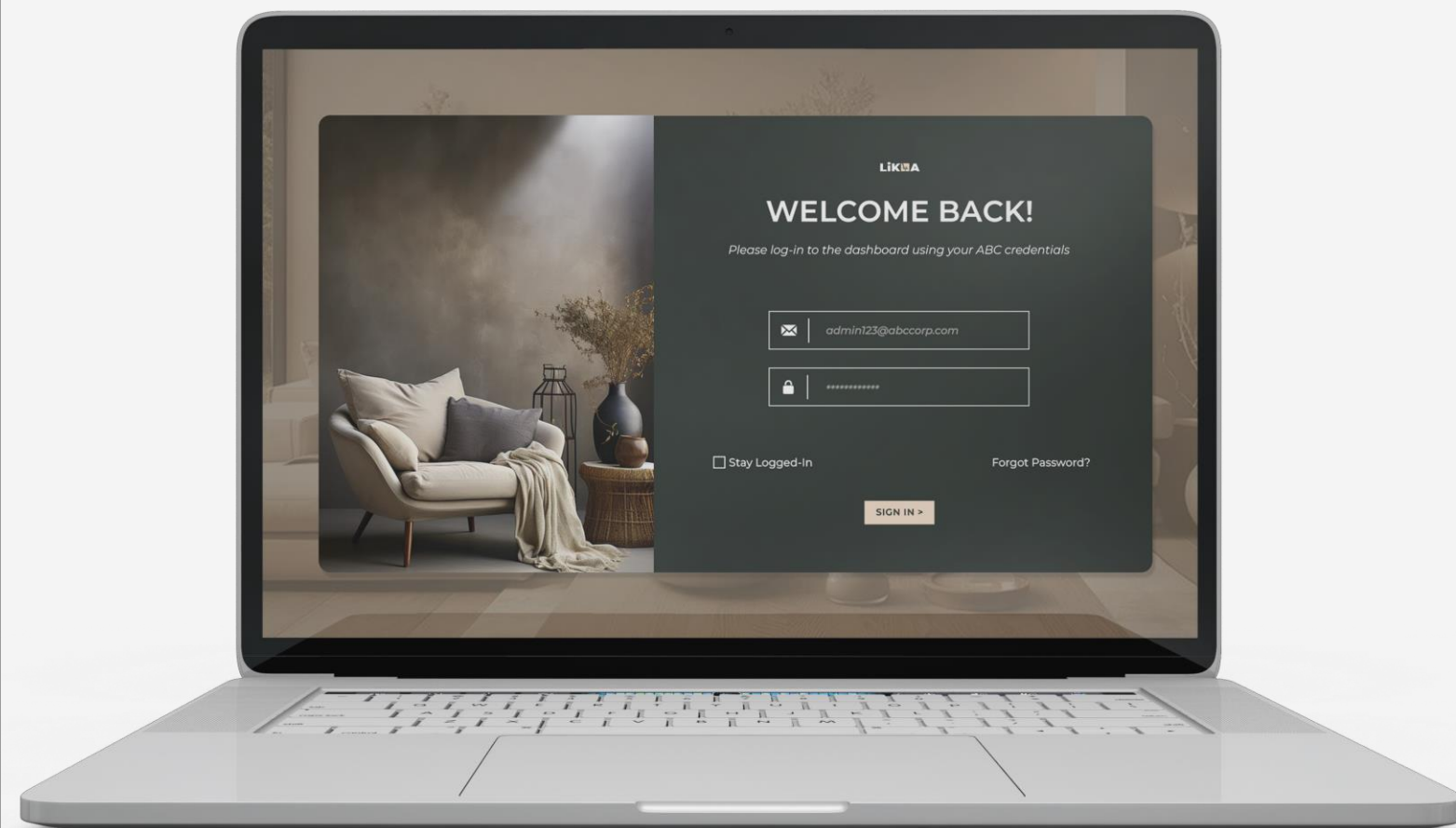
WEBSITE | APP

MOCKUP DESIGN





This section of my portfolio showcases my proficiency in crafting intuitive and visually stunning user interfaces (UI) and seamless user experiences (UX) for website applications. Each project represents a harmonious blend of aesthetic appeal and functional efficiency, tailored to meet the diverse needs of users.



"Graphic designers are visual storytellers, weaving narratives through color, typography, and imagery, shaping perceptions and inspiring emotions with every pixel."



DARLENE OPEÑA

PORT- FOLIO

GRAPHIC DESIGNER 2021 - PRESENT