

About Me

I work on branding, visual identities, web design and architectural design. I like to think that I do a little bit of everything: architecture, art, tech, and unnecessarily sardonic commentary IRL. I am passionate about design being interdisciplinary; my main goal is always to create the most compelling solution and story for a brand, an event, a place, or a group of people.

Experience

- 2019 - present** **CREATIVE AND MARKETING DIRECTOR, Planterra Studio**
Leads branding, visual identity, and social media strategy at Planterra, a multi-disciplinary design studio specializing in hand-crafted terrazzo and beautiful plants
- 2018 - 2020** **MARKETING MANAGER, Bellas Artes Projects**
Responsible for the promotional materials and marketing strategies for the gallery exhibitions, events, and public programmes of Bellas Artes Projects, an arts non-profit based in Manila and Bataan focusing on artist residencies and arts education
- 2017 - 2019** **ARCHITECTURAL DESIGNER, DDC Architectural Studio**
Handled projects in design and planning for high-end residential, commercial and retail, corporate interiors, and hospitality. Experience includes project involvement from design concept to turnover, including design development, user experience research, architectural drawings, site supervision, and project management
- 2014 - present** **FREELANCE VISUAL DESIGNER AND WEB DEVELOPER**
Clients: Penwood Corporation, UP Architecture Student Council, UP College of Architecture, UP College of Medicine Student Council, Quezon City Hall, Baon-the-Go, Arkitekturo, Emerging Architects Studio (EASt), Asia Ceramics Corporation
- Jan - July 2016** **ARCHITECTURAL INTERN, Emerging Architects Studio (EASt)**
Worked under the principal architect to develop designs, produce architectural drawings, and handle site supervision
- June 2014 - May 2017** **RESEARCH ASSISTANT, UP College of Architecture**
Undertook research and documentation work for Professor Maureen Araneta, under the University of the Philippines College of Architecture Design Studio, and redesigned the portfolio website of the College
- 2015 - 2017** **CREATIVE AND PROMOTIONAL DIRECTOR, Arkitekturo**
Spearheaded promotional and digital branding for Arkitekturo, a non-profit aiming to promote and educate people about architecture and its importance in community building
- 2014 - 2015** **PUBLICITY COMMITTEE HEAD, ASAPHIL-UP**
Led the publicity committee of the Architectural Students' Association of the Philippines - UP Chapter, in charge of branding, digital publicity, and promotional materials for the organization
- 2013 - 2014** **COUNCILOR, UP College of Architecture Student Council**
Elected publicity councilor of the UP College of Architecture Student Council (UP ASC)

Conferences and Workshops

- July 2018** **PARTICIPANT, Institute for Advanced Architecture of Catalonia Global Summer School 2018**
Melbourne, Australia (Swinburne University School of Design)
Used parametric design tools and computational modelling techniques to investigate geometric solutions inspired by biology. Collaborated with biologists to conduct research on, experiment with, and explore the fabrication potential of biomaterials.
- August 2017** **DELEGATE, Harvard Project for Asian and International Relations**
Sydney, Australia
Attended the 2017 Harvard Project for Asian and International Relations Asia Conference, hosted by Harvard University and the University of Sydney (Environment and Sustainability Panel)

Honors and Certifications

- June 2019** **Registered and Licensed Architect**
- August 2017** **FIRST RUNNER-UP, Huawei Impact Challenge**
Sydney, Australia
Delivered a business pitch for the Huawei Impact Challenge, where our team developed a new business model utilizing the Internet of Things (IoT) for one of Australia's most prominent industries
- April 2016** **TEAM SEA GALS, Red Bull Can You Make It? 2016**
Florence, Italy to Paris, France
1/3 of the Philippine contingent for Red Bull Can You Make It? 2016, where 165 teams from 50+ countries across the globe had seven days to travel across Europe using only cans of Red Bull as currency
- 2012** **SCHOLARSHIP RECIPIENT, OWWA-EDSP**
Top 8 scholarship recipient for the Overseas Workers Welfare Administration - Education for Development Scholarship Program (OWWA-EDSP)
- Feb 2012** **SOLO ART EXHIBITOR**
Put up a one-man public art show in the Philippine Science High School - Main Campus

Skills and Competencies

CAD/3D Modelling and Rendering (AutoCAD, Sketchup, Rhino, Revit, VRay)
Computational and Parametric Design (Grasshopper, Processing)
3D Prototyping

HTML / CSS / Javascript
UI/UX Design
Adobe Creative Suite

Education



Bachelor of Science in Architecture
University of the Philippines Diliman
2012 - 2017



Special Science Scholarship
Philippine Science High School Main Campus
2008 - 2012