

JIAN GENOVANIA

- +63 905 054 1983
- behance.net/jianguenovana
- genovanajohnian3@gmail.com



DESIGN GOES BEYOND
SCREEN ///

jianguenovana.000webhostapp.com

/// EDUCATION + SPECIALIZATION

2008-12

Casa del Niño Jesus de Pagbilao

Elementary/Highschool
Pagbilao, Quezon Province

01

2012-16

Lyceum of the Philippines
University - Laguna

AB Multimedia Arts
Calamba City, Laguna

02

/// WORK + EXPERIENCE

2015-16

Go Motion
Productions

Internship

01

2021-22

Black House
Multimedia

Graphic Designer
(Freelance)

02

2022-22

New Barbizon
Fashion Inc.

Graphic Designer
(Freelance)

03

2016-23

Pacific Sea BPO
Services

Senior Graphic Designer
(UI/UX)

04

/// TOOLS



SENIOR
DESIGNER
UI/UX



PROFILE

With over 7+ years of invaluable experience, I have worked with a varied myriad of projects, connecting ideas to customer perception and all the digital dots in between. Defined as adaptable, ambitious, self-motivated, confident, and down to earth individual - combined with a limitless imagination and creative drive, I eat, breathe and live design.

Currently working for an offshore gaming company as a senior graphic designer, I've mainly worked with promotional banners and motion graphics for major casino and sports betting events, mostly for website and social media postings. I am also responsible for web design for promotional landing pages and did promotional ads for pitchside boards used during football matches.

- 0915 054 1983
- jiangenovana.000webhostapp.com
- www.behance.net/jiangenovana
- genovanajohnian3@gmail.com
- Makati City, Philippines

EDUCATION

CASA DEL NIÑO JESUS DE PAGBILAO
Elementary / High School
2002-2012

LYCEUM OF THE PHILIPPINES UNIVERSITY – LAGUNA
Bachelor of Arts in Multimedia Arts
2012 - 2016

TOOLS

- ADOBE PHOTOSHOP
- ADOBE ILLUSTRATOR
- ADOBE PREMIERE
- ADOBE AFTER EFFECTS
- ADOBE DREAMWEAVER
- ADOBE LIGHTROOM
- SONY VEGAS PRO
- VISUAL CODE STUDIO
- FIGMA
- MICROSOFT OFFICE

JOHN IAN P. GENOVAÑA

SENIOR GRAPHIC DESIGNER

WORK + EXPERIENCE

- SENIOR GRAPHIC DESIGNER**
Pacific Sea BPO Services Inc (I2BET)
2016 - 2023
 - Developed numerous website and social media banners, newsletters and media ads and worked with multinational marketing team in localization of various promotional assets for both desktop and mobile experiences
 - Designed visually compelling responsive landing pages for major promotional campaigns, in collaboration with the marketing and web development teams
 - Responsible for maintaining and updating website graphic assets and design, including icons, thumbnails, and other interface elements and ensure consistency and cohesion is kept across all design assets when versioning creatives across multiple formats
 - Produced promotional videos and motion graphics for online social media platforms and created LED perimeter advertisement displayed in stadiums for European football matches
- GRAPHIC DESIGNER (FREELANCE)**
Black House Multimedia
2021 - 2022
 - Coordinated with the client and marketing team to successfully produce prolific social media graphics that engaged target audiences
 - Responsible for developing new design visuals for marketing materials and ads and creating an overall look and feel of a promotional campaign within branding standards
 - Conceptualized and developed compelling print collaterals such as posters and flyers and social media visuals, including motion graphics and promotional videos for various platforms
 - Designed promotional paperboard packaging mock-ups
- GRAPHIC DESIGNER (FREELANCE)**
New Barbizon Fashion Inc.
2022 - 2022
 - Responsible for cropping and manipulating fashion model photos to meet e-commerce standards and ensure consistency in image quality and aesthetic across all product listings, ensuring product images accurately represent the fashion products and meet brand guidelines.
 - Collaborating with fashion product managers to ensure product images accurately reflect the product's design, color, and other key features and incorporate them into the visual elements of the website.
- INTERNSHIP**
Go Motion Productions
2015 - 2016
 - Gained a solid understanding on field shoots, such as preparation for optimal sound, pictorial quality and lighting setup for TV commercials
 - Assisted on pre-production projects with designers and art directors, providing art concepts and illustrations
 - Involved in coordinating a wide range of technical and administrative activities including managing and reviewing scripts and transcripts and support in light and sound department
 - Lead the intern team as a project manager in a vlog project with Alodia Gosiengfiao

CAREER ACHIEVEMENTS

- EMPLOYEE OF THE YEAR (DESIGN TEAM)**
Pacific Sea BPO Services Inc
2019
- EMPLOYEE OF THE YEAR (DESIGN TEAM)**
Pacific Sea BPO Services Inc
2018