

# James Andrew Co

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## SUMMARY

Creative and detail-oriented Graphic & Web Designer with 4+ years of experience in branding, visual storytelling, and user experience design. Skilled in creating digital and print materials that boost sales, enhance engagement, and strengthen brand presence. Eager to contribute to a dynamic team and craft visuals that drive real results.

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## EXPERIENCE

### Self-Employed

#### Freelance Graphic & Web Designer

February 2025 – Present

- Designed social media campaigns, marketing materials, and websites that increased engagement and sales.
- Collaborated with clients to create custom designs that matched their brand identity.
- Delivered visually appealing and effective solutions that supported each client's goals.

### GRAPHIC WEB DESIGNER

#### On Purpose Media

October 2022 – January 2025, Calgary, Alberta, Canada

- Created digital and print materials, including social media posts, flyers, brochures, and website layouts, for HVAC, plumbing, and home service businesses.
- Developed user-friendly website designs that strengthened brand presence and improved customer engagement.
- Helped clients attract more leads and bookings through clear visuals and optimized marketing content.

### GRAPHIC WEB DESIGNER

#### TopServ Digital

October 2021 – October 2022, McKinney, Texas, USA

- Applied branding and design principles to develop marketing assets that supported digital marketing initiatives and enhanced customer interaction.
- Revamped website layouts using Photoshop and Figma to improve navigation, design flow, and calls to action.
- Designed impactful graphics and digital content using Photoshop, Illustrator, and Figma to enhance brand identity and meet client goals.

### PROGRAMMER

#### Healthquarters Medical and Diagnostics Inc.

January 2019 – August 2020, Ligao, Bicol, Philippines

- Designed, developed, and maintained scalable and secure software applications to streamline daily medical operations, managing full-cycle development from requirements to deployment.
- Collaborated with medical staff to tailor solutions, built reporting modules for real-time insights, and optimized performance through data analysis.
- Provided ongoing technical support and training sessions for medical technologists to ensure effective software use and troubleshooting.

### FIELD SALES REPRESENTATIVE

#### JVB Marketing Services

April 2017 – June 2018, Tabaco, Bicol, Philippines

- Managed door-to-door sales of internet services by engaging potential customers and presenting product benefits effectively.
- Oversaw lead management and conducted timely follow-ups to close deals and boost conversions.
- Coordinated with technical teams to ensure smooth installations while maintaining accurate and organized sales records.

### FIELD SALES REPRESENTATIVE

#### Channel Marketing Services

April 2016 – June 2016, Tabaco, Bicol, Philippines

- Conducted door-to-door sales of internet services, engaging potential customers and explaining features and benefits.
- Developed sales strategies, managed leads, and followed up to close deals.
- Collaborated with technical teams for smooth installations and maintained accurate sales records.

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## EDUCATION

### BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

Bicol University •2019

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## SKILLS

#### Technical Skills:

Web Design, Branding & Visual Identity, Social Media Design, Digital & Print Marketing Materials, Adobe Creative Suite, Canva, Figma, Clickup, Trello, Google Workspace

#### Soft Skills:

Creativity & Attention to Detail, Communication & Collaboration, Time Management, Problem Solving, Adaptability, Management,

Languages: English