

# KRIS TIAN TAYO

CV/PORTFOLIO





# HELLO! MY NAME IS **KRISTIAN TAYO!**

I am a graphic designer and visual communicator with a variety of skills in my arsenal from ideation and art direction to vector illustration and layout. I'm a quick and avid learner, a competent and empathetic designer, and a valuable team player.

## MY STORY



### WORK EXPERIENCE

**MRM//McCANN**  
Socials Intern (Practicum)  
June to July 2016



### EDUCATION

**COLEGIO SAN AGUSTIN MAKATI CITY**  
Honors Class (Top 10% of the Batch)  
Graduated on March 2013



**UP ADVERTISING CORE**  
October 2013 to June 2017  
Creatives Manager/Art Director  
November 2013 to June 2017  
Assistant Vice President for Creatives/Project Head  
December 2014 to May 2015  
June 2016 to December 2016



**HUSKEE DIGITAL, INC.**  
Project-Based Multimedia Producer  
March to September 2018



Multimedia Producer  
September 2018 to December 2020  
Interim Head of Creatives  
September 2020 to December 2020



**DESIGN CENTER OF THE PHILIPPINES**  
Graphics Designer (Contract of Service)  
May to June 2021



**THIS COULD BE YOU!**



## MY SKILLS



## SOFTWARE SKILLS



## LANGUAGES

TAGALOG	NATIVE / PROFICIENT
ENGLISH	PROFICIENT

## CONTACT DETAILS

- kristian.tayo.art@gmail.com
- (+63) 919 996 9475
- linkedin.com/in/kristian-tayo
- behance.net/kristian\_tayo

## PAST CLIENTS



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### BRANDING

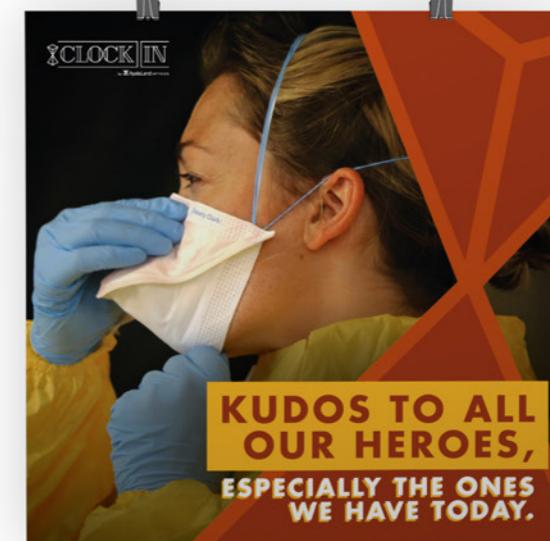
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# VISUAL COMMUNICATION

and

# GRAPHIC DESIGN



01  
**CLOCK IN**  
Visual Communication and Graphic Design

## 01 **CLOCK IN**

Scope of Work:  
*Visual Communication and Graphic Design  
 Email Marketing Design and Layout  
 Print Design and Layout*

Done Under the Direction of:  
*Huskee Digital*

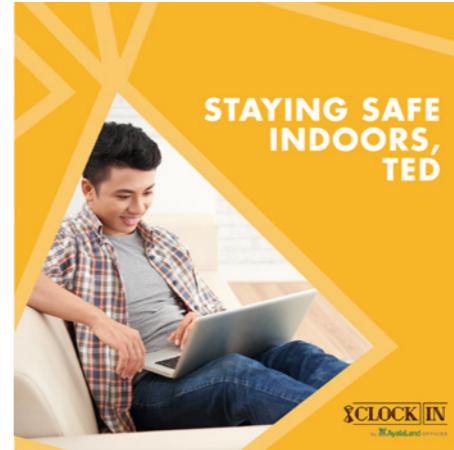
Client:  
*Clock In by Ayala Land Office*

**Clock In** is Ayala Land Office's coworking space business that offers flexible workspaces for businesses. They've expressed a desire to present themselves to be a mix of fun and professional in order to attract more clients wanting a less rigid and restrictive workspace that will give them the inspiration to grow their business. As Clock In, their objective was to create a friendlier and livelier brand in contrast to the professional image Ayala Land Office itself is mainly known for.

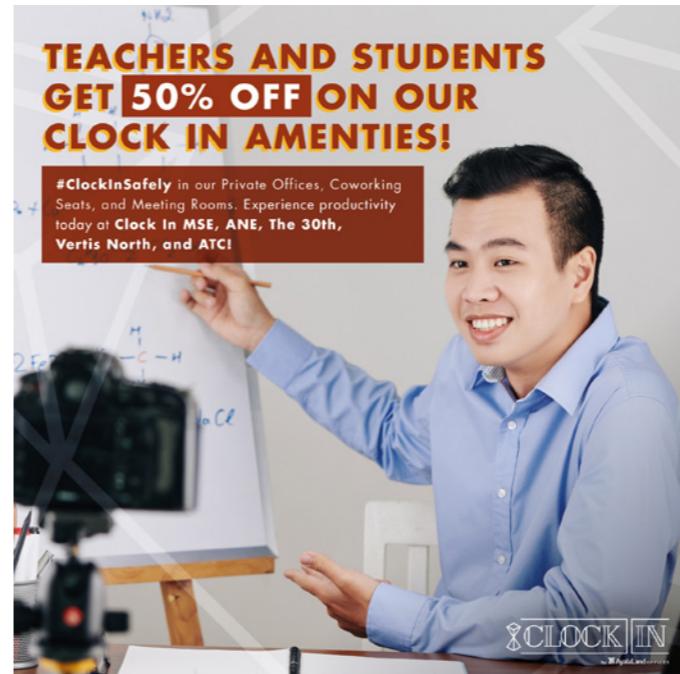
For our engagement with them, we wanted to reflect these wants as much as we could and while solidifying and reflecting their branding in their materials. To do this, I utilized their logo's icon, the hourglass, and used it as a design element to accent the general design and layout, to frame a particular subject in a particular material, and for brand recall. The consistent use of yellow, maroon, and white as the main colors stem from the Clock In logo and has been used to convey the more fun (yellow) but professional (maroon and white) aspects of the brand, along with the use of a sans serif font in all caps.



BRANCH PROMOTIONS

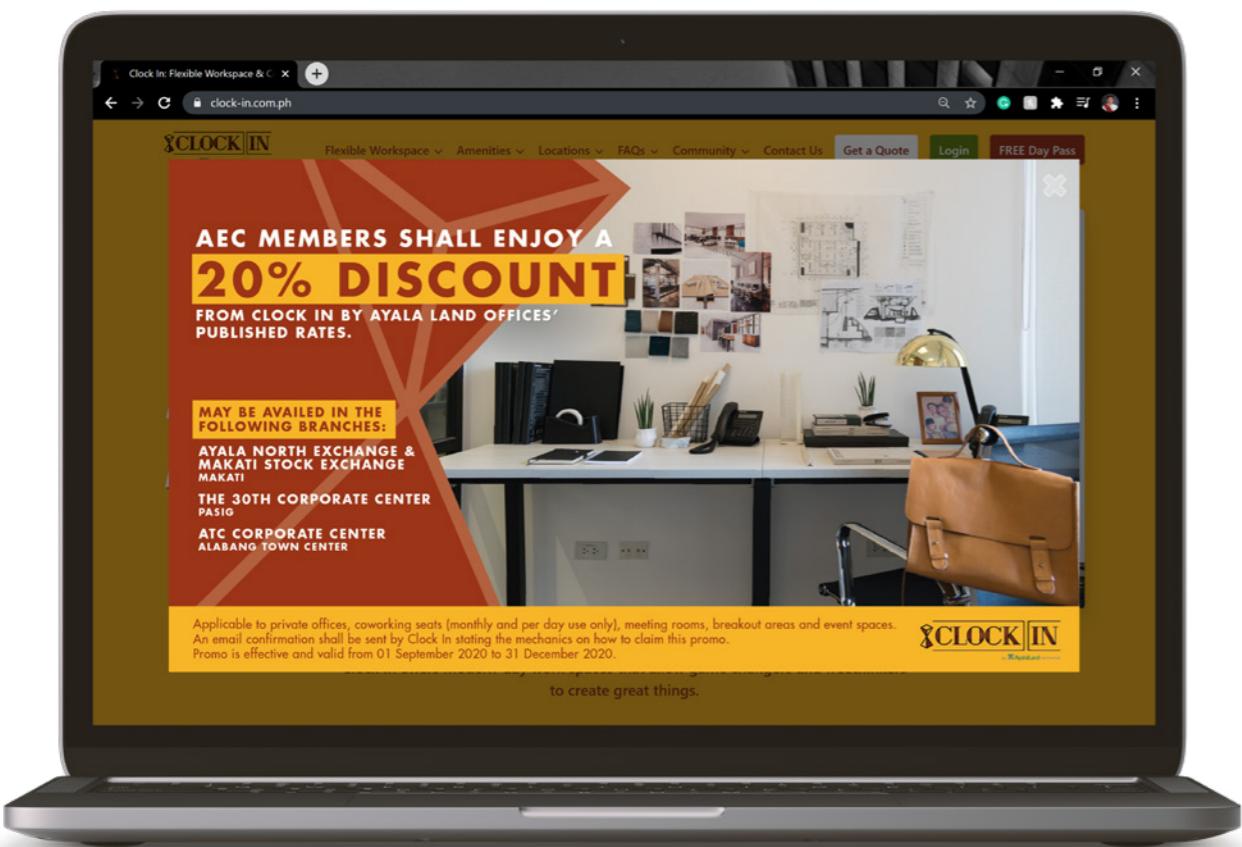


ALBUM-STYLED INFOGRAPHIC

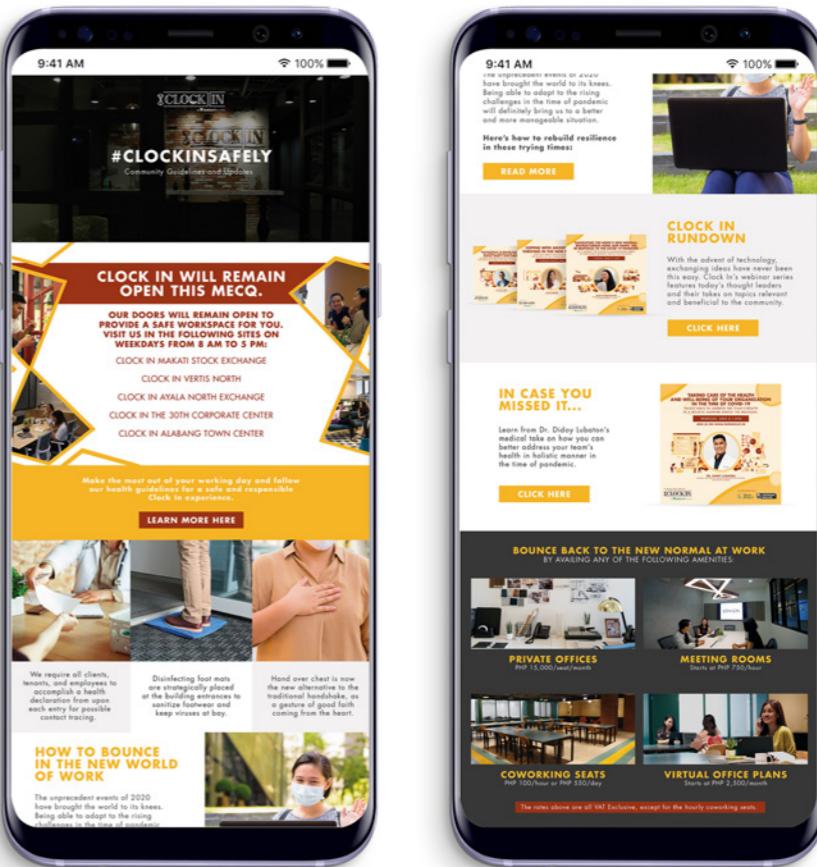


ANNOUNCEMENTS AND SPECIAL MESSAGES

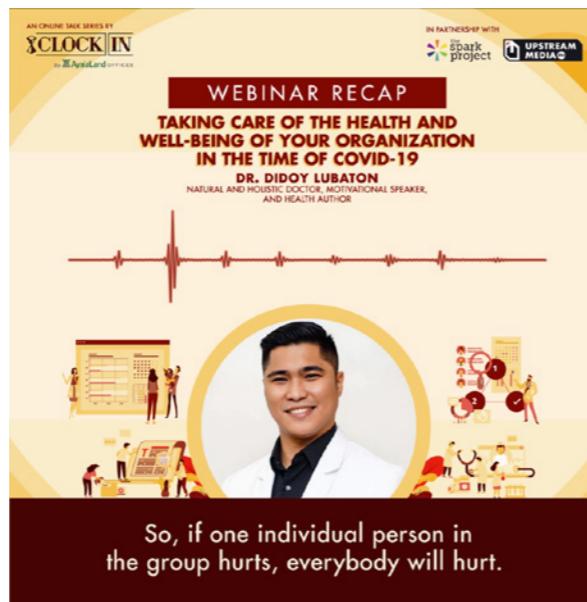
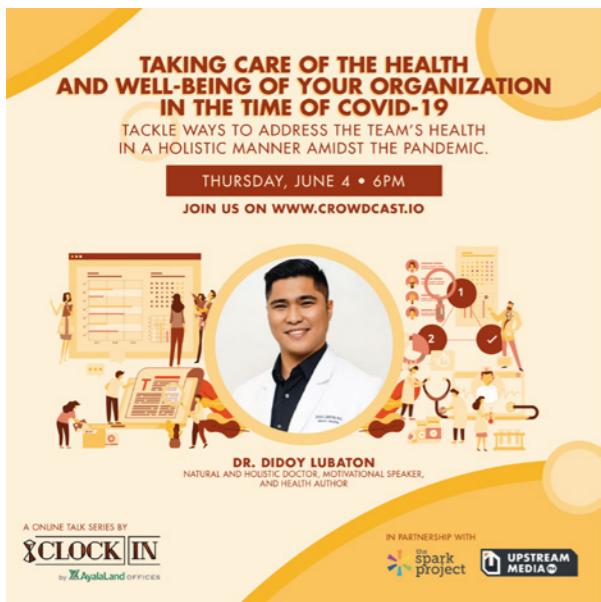
## WEBSITE AD MOCKUP



## EMAIL MARKETING



## WEBINARS



SPEAKER AND TOPIC PROMO MATERIAL

WEBINAR RECAP

## PRINT MATERIALS



ROLL-UP STANDING BANNER STUDIES AND MOCKUPS

## PRINT MATERIALS



RATE CARDS



BROCHURE (OUTER SPREAD)

BROCHURE (INNER SPREAD)



BROCHURE (COVER)



## 02 GAZ READY-TO-DRINK COCKTAILS

Visual Communication and Graphic Design

## 02 GAZ READY-TO-DRINK COCKTAILS

Scope of Work:  
*Visual Communication and Graphic Design*  
*Photomanipulation*  
*Copywriting*

Done Under the Direction of:  
*Huskee Digital*

Client:  
*Destileria Limtuaco & Co., Inc.*

**GAZ** is the Philippines' first ready-to-drink cocktail that prides itself on being easy-to-drink for the party-goer on-the-go. The drinks are served in vibrantly-colored doy packs like regular doy-pack fruit juice, which contributes to the brand's fun and exciting demeanor and perception.

For this new campaign, we were tasked to create a new campaign based on the current work we've been doing for them. We came to the idea of going from their original "#GazItUp" to "#GazItUpFaster", a rebirthed version of the first campaign my team has done for them. On my end, I wanted to solidify and standardize their social media visual presence by polishing their loud, active, and maximalist aesthetic into something consistent, playful, and exciting. I used their packaging colors (apple green and magenta) as the main accent colors to invoke brand recall and the excitement that we want our target audience to feel when they think of Gaz.

The pitched campaign, especially the materials, my teammates and I made was well-received by the client but was not picked to be the next marketing direction for the brand.



GIFs FOR HOLIDAYS AND SPECIAL OCCASIONS



PARTY PREPAREDNESS KIT (INFOGRAPHIC)

Translations:

**Planning a House Party?**

You need to be ready! Take a look at what you need for this party. Goodluck!

**Decorations:** so that your party is cute!

**Cups:** Drink water, okay?

**Mooore food:** Or maybe we're just hungry...

**GAZ Cocktails:** The party's lacking without these.

GAZ BINGO				
EMBARASSING MOMENTS EDITION				
PASSED OUT IN THE BATHROOM	NAHULOG HABANG LUMALAKAD	PINALABAS DAHLI NANGGUGULO	UGLY-CRYING, LOTS AND LOTS OF IT.	SLEPT IN LAST NIGHT'S CLOTHES
PEED ANYWHERE BUT THE TOILET	LOST MY VALUABLES AFTER A NIGHT OUT	THREW UP IN THE CAR RIDE HOME	DRUNK-CALLED AN EX AND JUST RAMBLED	SUMAYAW PARANG EWWN
NAPAHIAHANG SARILI SA HARAP NI CRUSHIE	NAGBIGAY NG PHILOSOPHICAL MONOLOGUE	FREE SPACE (ANG KALAT MO BAT KA GANYANI)	MAY INAWAY NA STRANGER	THREW UP OUTSIDE OF THE BAR/CLUB
ATTEMPTED TO UPSTAGE A DRAG QUEEN	SCREAMED AT THE DJ TO "PLAY MY JAM"	GOT TAGGED IN EMBARRASSING PHOTOS	SENT DRUNK TEXTS TO FAMILY	WAS FOUND WANDERING THE STREETS
DRUNK KARAOKE TO SAWI SONGS	GOT VOMIT ON YOUR HAIR OR CLOTHES	MOMOL-ED A STRANGER	ATTEMPTED TO HAVE A DANCE BATTLE	BROKE A SHOT GLASS

GAZ BINGO

Translations:

**Row 1:**

(Column 2) Fell over while walking.

(Column 3) Kicked out for being rowdy.

**Row 2:**

(Column 5) Danced like an idiot.

**Row 3:**

(Column 1) Embarrassed yourself in front of your crush.

(Column 2) Gave a philosophical monologue.

(Column 3) FREE SPACE (You are such a mess. Why are you like this?)

(Column 4) Fought a stranger.

**Row 5:**

(Column 1) Drunk karaoke to sad heartbreak songs.

(Column 3) Made out with a stranger.

## SOCIAL MEDIA CONTENT POSTS



HUMP DAY MATERIAL



TESTIMONIALS



BEVERAGE COMPARISON INFOGRAPHIC  
(Yes, you read "DISHWASHING SOAP" correctly.)

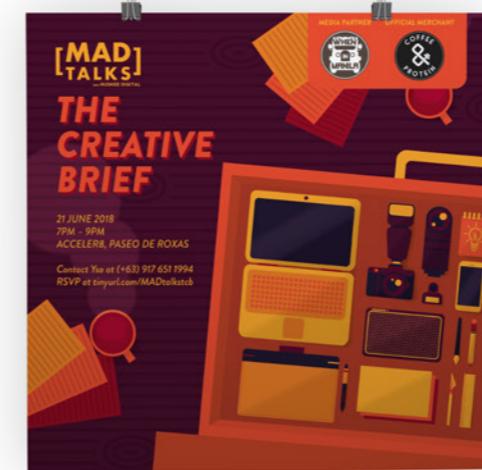
**GAZ**  
Easy to fit in your pocket.  
Strong. Like your liver.  
Tastes like juice. Always.  
Party-ready!  
They'll only think you've met your match in juice.  
Great for an instant hangover.

Translations:  
**Weight/Storage**  
**Durability**  
**Taste**  
**Wow Factor**  
**Discreetness**  
**Healthiness**

**DISHWASHING SOAP**  
Bulky. Goodluck hiding it.  
Strong but it's meant for oil and grease.  
We haven't tried it... and we don't want to.  
Very unique (because no one else drinks this... no one...)  
Not at all since your mouth will lather.  
The ad says it kills 99.99% of germs.



09 MARCH 2019 | 06:30PM-09:00PM | ACCELER8, 111 PASEO



21 JUNE 2018  
7PM - 9PM  
ACCELER8, PASEO DE ROXAS  
Contact Yen at (+63) 917 651 1994  
RSVP at tinyurl.com/MADtalkstcb



13 OCTOBER 2018  
TALK: 10AM - 12NN • WORKSHOP: 1PM  
ACCELER8, PASEO DE ROXAS



03  
**MAD TALKS**  
Visual Communication and Graphic Design

## 03 MAD TALKS

Scope of Work:  
 Visual Communication and Graphic Design  
 Email Marketing Design and Layout  
 Photo-manipulation  
 Illustration

Done Under the Direction of:  
 Huskee Digital

**MAD TALKS** was a quarterly marketing talk and workshop event by Huskee Digital, aiming to discuss various marketing topics ranging from Instagram marketing, designing for the digital market, and social platforms that can be utilized for digital marketing outside of Facebook.

As the lead creative, my involvement in the project is not only the creation of the materials but also the planning aesthetics surrounding the overall objective and message of each event. It's been my pleasure and responsibility to make sure that these materials for these planned talks will stand out among other talks for creatives and marketers.

**The Creative Brief** was a talk designed for the creatives to discuss their creative processes, their skill-building advice, and client relations. Our key visual element was the briefcase, which was not only a visual pun on the name of the talk but also on how creative work is also a valid job.

**#ForTheGram2.0**, a revisit of a previous talk my agency had before I was onboarded, focused on the new capabilities of Instagram that marketers ought to take note of like conducting businesses on Instagram, IGTV and IG stories, and more. I used Instagram's pink and yellow to create a loud and urban visual appeal to the target audience while utilizing more photographic elements, in line with what Instagram is utilized for most: posting photos.

Finally, **The Creative Woes** was a planned talk that aimed to discuss how professionals in the creative industry dealt with difficult clients and work-related frustrations. For this, I recreated a paper-collage-Angela-Anaconda aesthetic to create a visualization of the mind of a creative when stressed and frustrated, resulting in a semi-post-apocalyptic desert landscape with paper textures and creative tools.



MAIN POSTER



IG STORY VERSION



EVENT COVER PHOTO



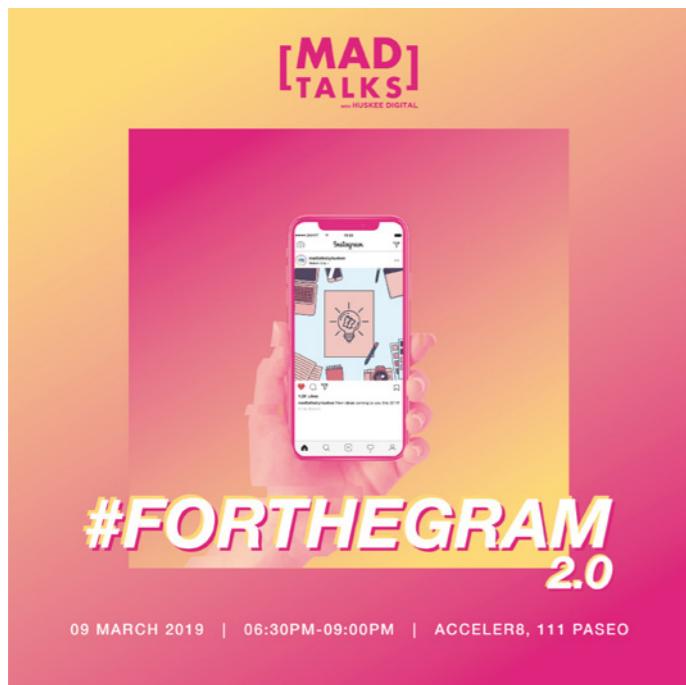
SAVE-THE-DATE POSTER



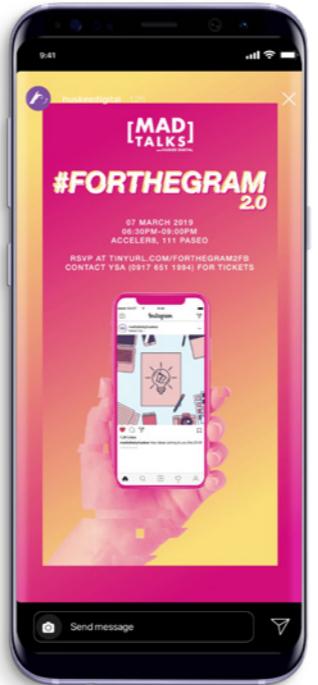
SPEAKER PROFILES



## MAD TALKS: #FORTHEGRAM2.0



MAIN POSTER



IG STORY VERSION

## MAD TALKS: THE CREATIVE WOES



MAIN POSTER



IG STORY VERSION



SPEAKER PROFILES



TOPICS



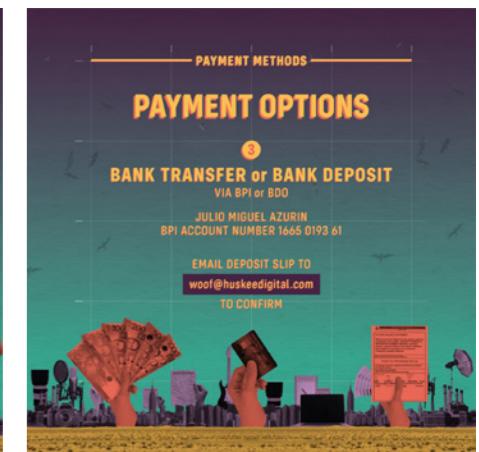
EVENT MAP



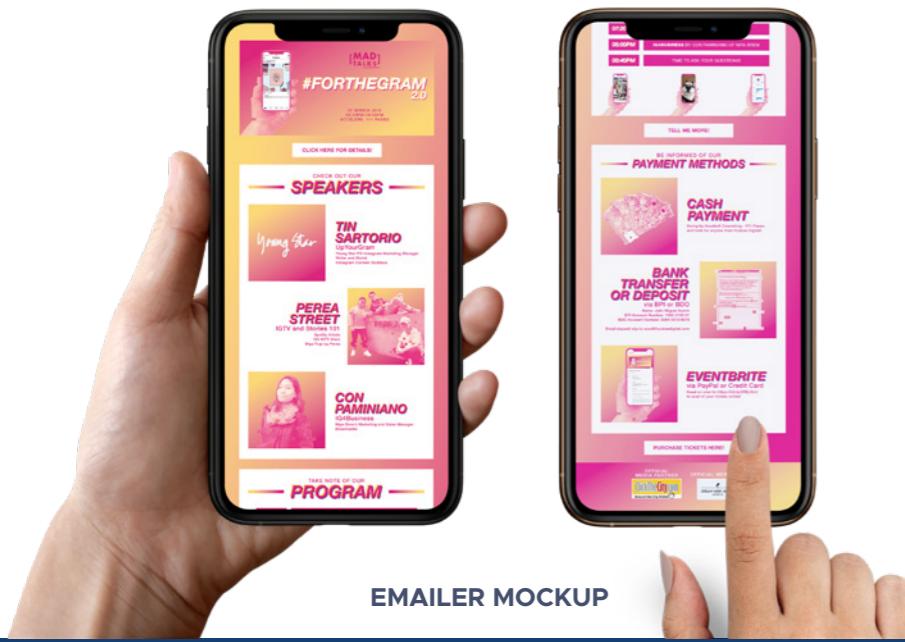
SPEAKER PROFILES



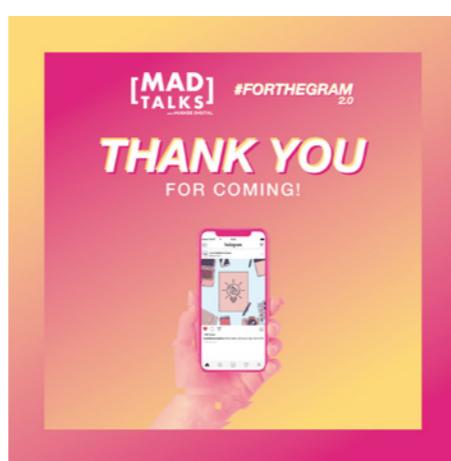
TOPICS



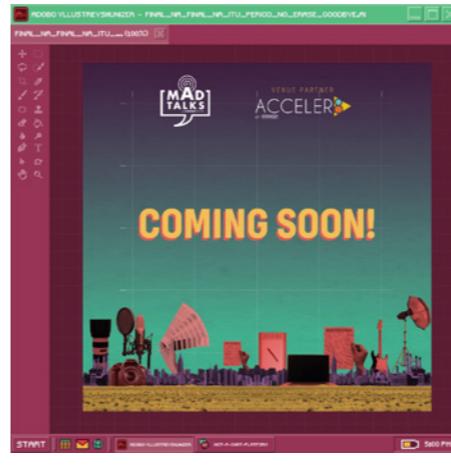
PAYMENT OPTIONS



EMAILER MOCKUP



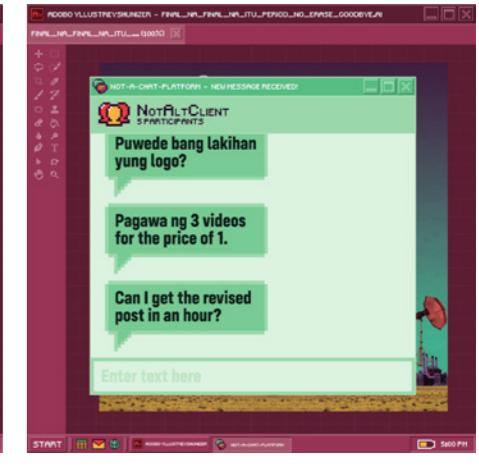
THANK YOU POST



TEASER GIFT STILLS

Still 3 Translations:

- Message 1: Can you make the logo bigger?
- Message 2: Can you make three videos for the price of one?



TEASER GIFT STILLS

Still 3 Translations:

- Message 1: Can you make the logo bigger?
- Message 2: Can you make three videos for the price of one?

## ILLUSTRATION



04  
**A-TEAM NG CAVITE**  
**(A-TEAM OF CAVITE)**  
Editorial Illustration

## 04 A-TEAM NG CAVITE

Scope of Work:  
*Editorial Design and Illustration*  
*Visual Communication and Graphic Design*

Done Under the Direction of:  
*Huskee Digital*

Client:  
*GenGen and Audrey Arayata & Family*

**A-Team ng Cavite** (English: A-Team of Cavite) is a digital campaign aimed to promote Audrey and GenGen Arayata as the top choices for particular government positions in Taytay, Cavite.

As part of the campaign, I was tasked to create opinion illustrations and polls for social media as a means to engage with their target audience. For this project, I took inspiration from newspaper and magazine editorial cartoons and the local art murals that inspired nationalism and community spirit. I chose to go with slightly muted colors to not only be more suited for screens but to also appeal more to the millennial demographic, who were the biggest demographic we could reach. I created these illustrations to be rounded and semi-cartoonish to make our candidates GenGen and Audrey approachable.

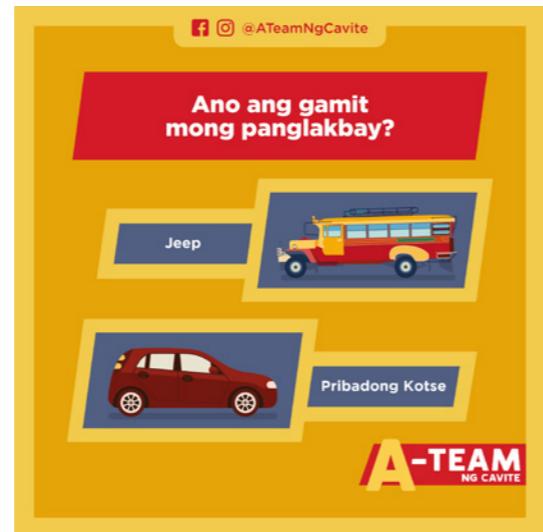
For the opinion illustrations, I used a muted and pastel palette based on the A-Team brand colors (yellow and red) with blue to balance out the palette while maintaining recall of the Philippine flag colors as well to inspire nationalism in our target audience.



## ONLINE POLLS



Translation:  
Are you in favor of having bicycle lanes in Cavite?  
In favor. // Not in favor.



Translation:  
What vehicle do you use for transportation?  
Jeep. // Private car.



Translation:  
Where do Caviteños buy their vegetables and other produce?  
The wet market. // Supermarket.



Translation:  
Is garbage segregation helpful?  
Helpful. // Not helpful..



Translation:  
Have you been catcalled before?  
Yes. // No.

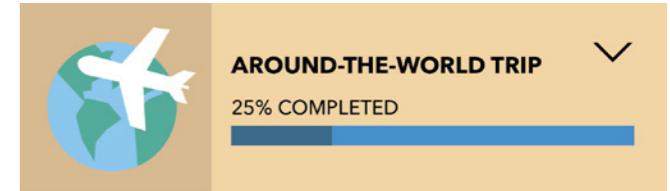
Other translations:  
C'mon, smile for us!  
You're so sexy!

Hi miss!  
Hey, my baby!



Translation:  
Are there enough jobs for Caviteños in Cavite?  
Yes. // No.

# LEVEL UP!



## 05 OLIVIA PH TRAILER VIDEO

Visual Communication and Graphic Design

## LEVEL UP!



## 05 OLIVIA PH TRAILER VIDEO

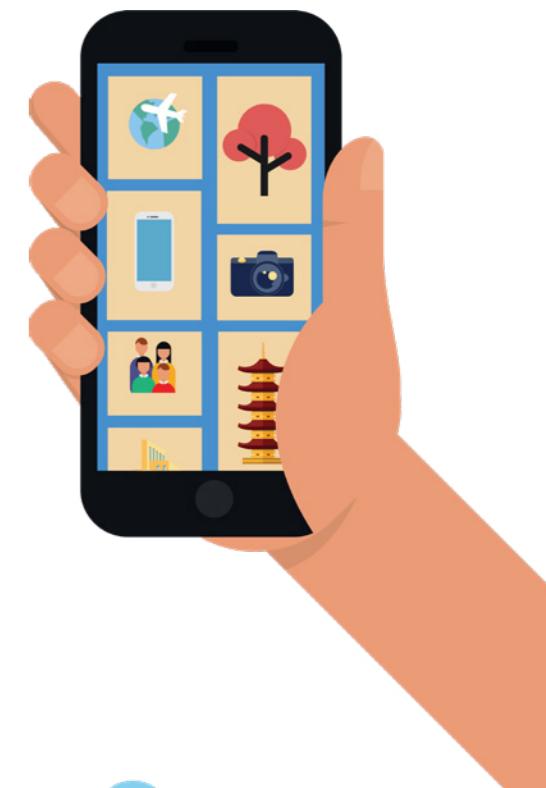
Scope of Work:  
*Illustration  
 Character Design  
 Visual Communication and Graphic Design*

Done Under the Direction of:  
*Huskee Digital*

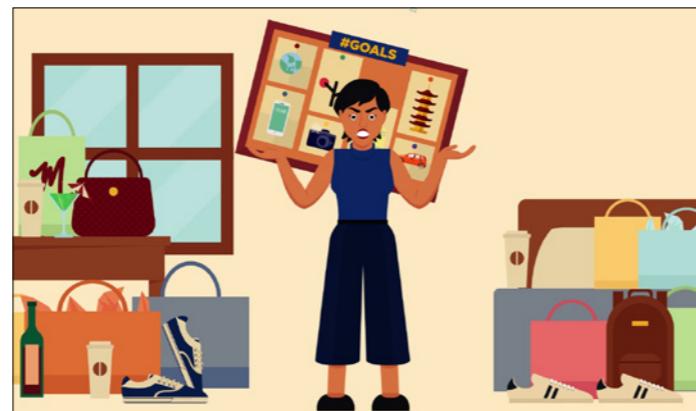
Client:  
*Olivia PH*

OLIVIA PH is a financial management app aimed to help women invest and save money. They chose to work with women for their app because women are known to be more cautious with their finances, have different career cycles, and are paid less than men.

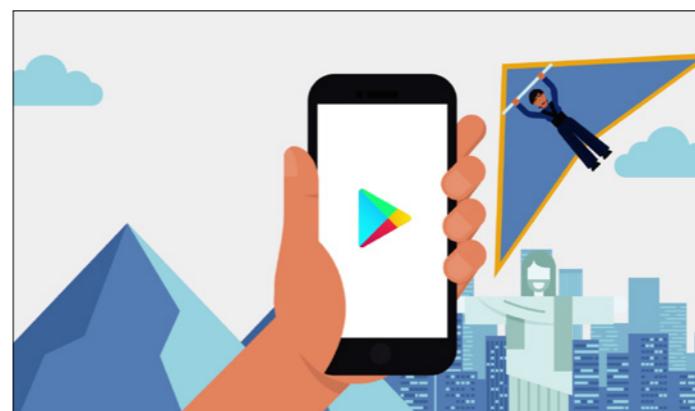
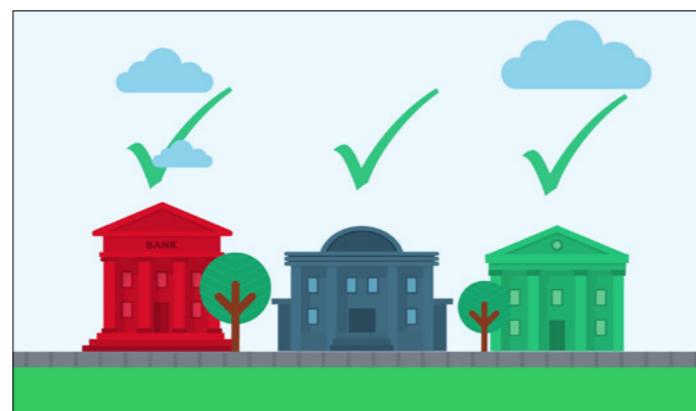
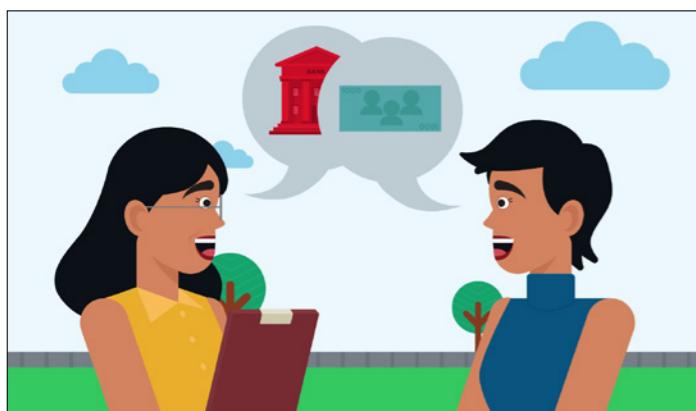
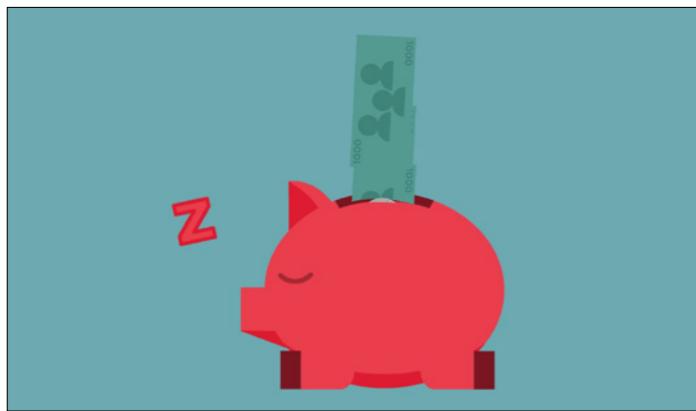
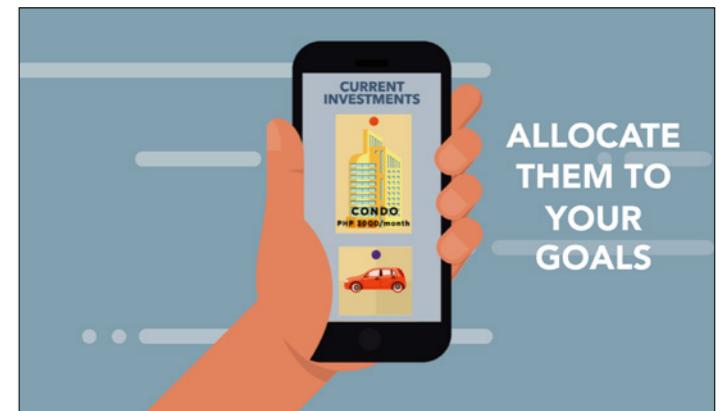
The company and my agency saw an opportunity to communicate the app to millennial women as they are up-and-coming in their careers. As a new app to the market at the time, Olivia also wanted to create a friendly first impression with its target audience. To reflect that, I created cartoon-like illustrations with rounded edges to make not only Olivia itself but also the idea of investing less intimidating. The use of rounded and curved shapes mixed with muted and pastel palettes in my illustrations aim to present OLIVIA as a friendly and reliable service to its target audience.



VIDEO STILLS



VIDEO STILLS





## BRANDING



06  
**HUSKEE DIGITAL**  
**2019 REBRAND**  
Company Rebranding

## GRAPHIC IDENTITY COMPARISONS

# 06 HUSKEE DIGITAL 2019 REBRAND

Scope of Work:  
*Branding and Rebranding  
 Visual Communication and Graphic Design  
 Print Design and Layout  
 Illustration*

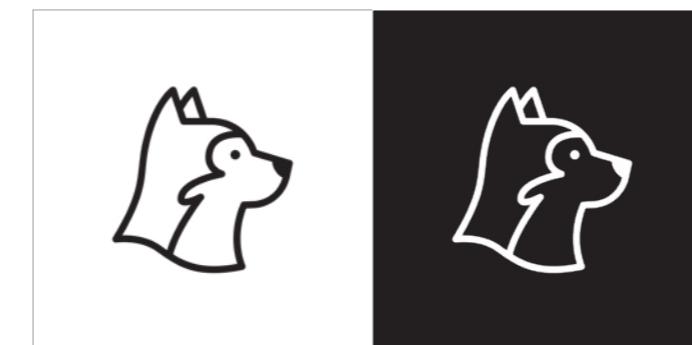
Done Under the Direction of:  
*Huskee Digital*

Huskee Digital is an inbound marketing agency and certified Hubspot partner that aims to inspire brands to become human and helpful with their approach to marketing and advertising and its speciality in digital strategy and performance marketing. Its constituents aim as an agency to amplify the positive effects its clients aim to make with their customers and have fun doing it. Huskee, as a brand, decided it was time to rebrand itself because we believed it was time to refresh our image as an agency and commit to stay fresh, young, and energetic.

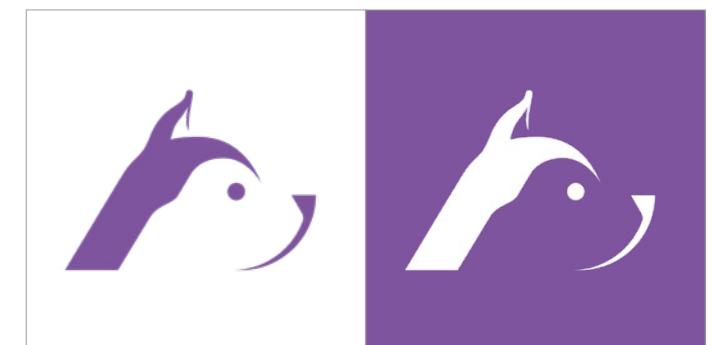
As the lead graphic designer of this project, I was given the opportunity to polish and refine the agency's current branding into something that veered equally between hustle (the professional side of our agency) and heart (the humanity that we always imbue into our work).

From the lined husky icon design it originally had in 2018, I proposed and created a fuller shape-based icon of the husky mascot symbol. The shapes have more points and angles to give a more professional feel while maintaining some of the features real-life husky dogs have (ie. the widow's peak and the curved color pattern that highlights their cheeks). For colors, we transitioned from navy blue to purple-and-pink with accents of yellow and orange to balance out the fun, fresh, youthful, and professional vibe that our agency wanted to exude. For additional brand assets, I chose to utilize isometric illustrations that reflected what we do as an agency (aka. our services) and our fun and enthusiastic approach to the work (as reflected in the presence of Siberian husky dogs).

### FORMER BRANDING

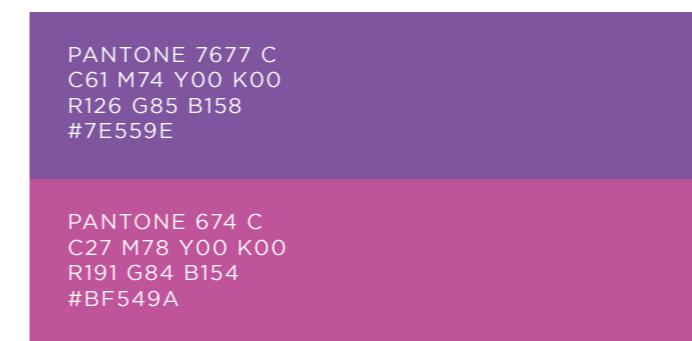


### NEW AND CURRENT BRANDING

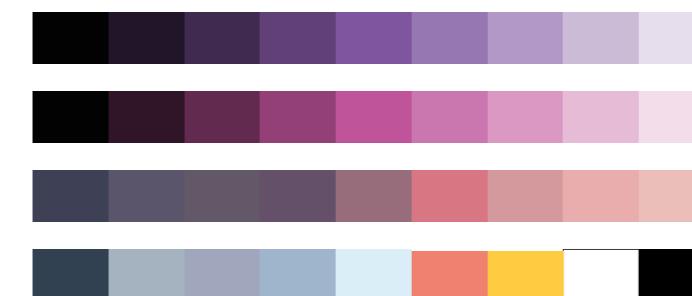


## CURRENT BRAND ELEMENTS

### MAIN COLORS



### AUXILIARY COLORS



### TYPEFACE

**GOTHAM**

**THE QUICK  
 BROWN FOX JUMPED  
 OVER THE LAZY DOG.**  
 0123456789

**BLACK**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**BOOK**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

## BRANDING STATIONERY APPLICATION



STATIONERY MOCKUP



ID CARD

BUSINESS CARDS

## EXHIBITION MATERIALS



TABLE TOP STANDEE



ROLL-UP STANDING BANNERS



BROCHURE (COVER)



BROCHURE (OUTER SPREAD)

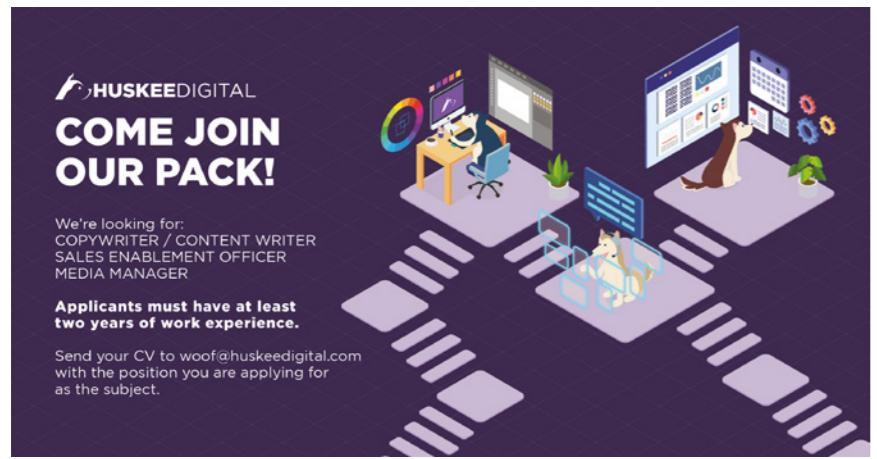


BROCHURE (INNER SPREAD)

## SOCIAL MEDIA CONTENT POSTS



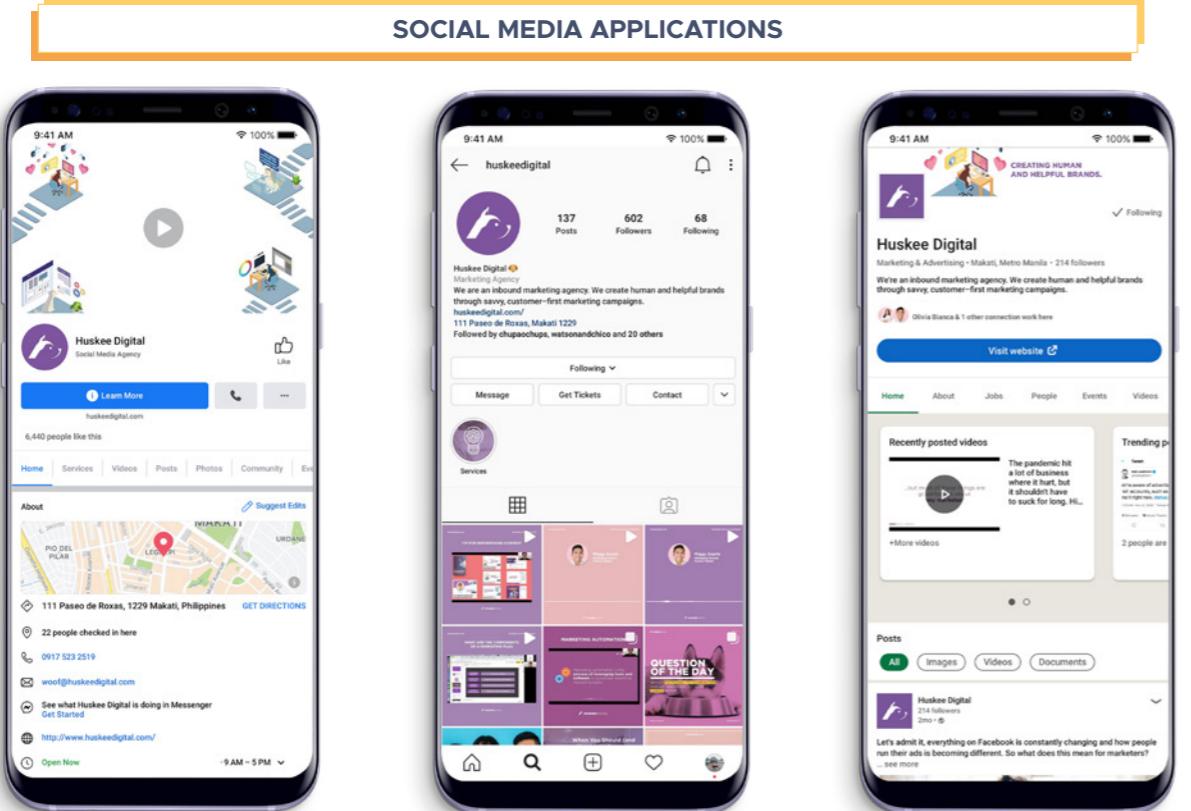
QUOTES



JOB OPENING POST

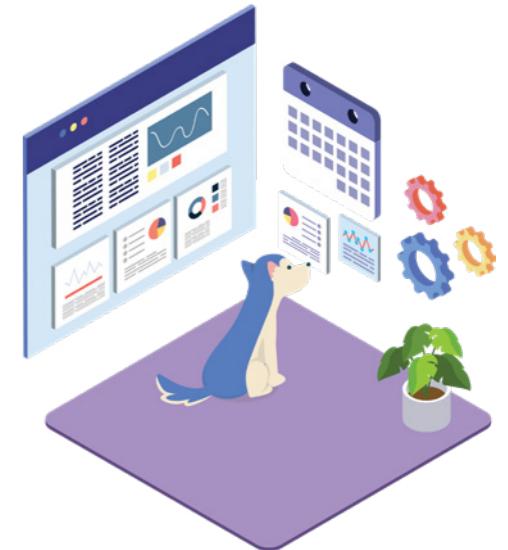
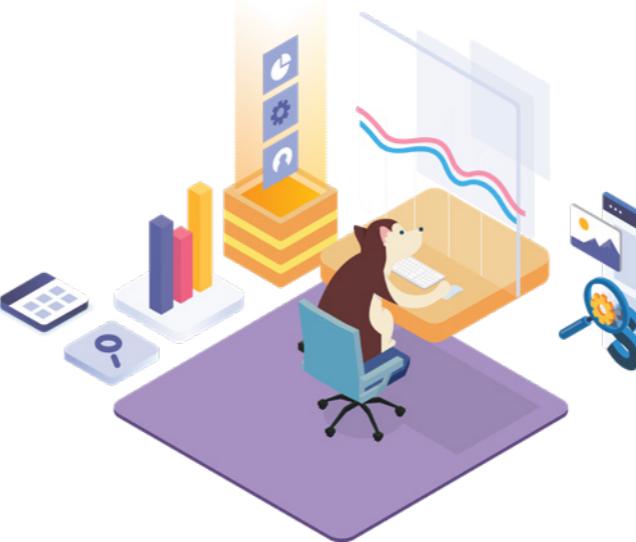
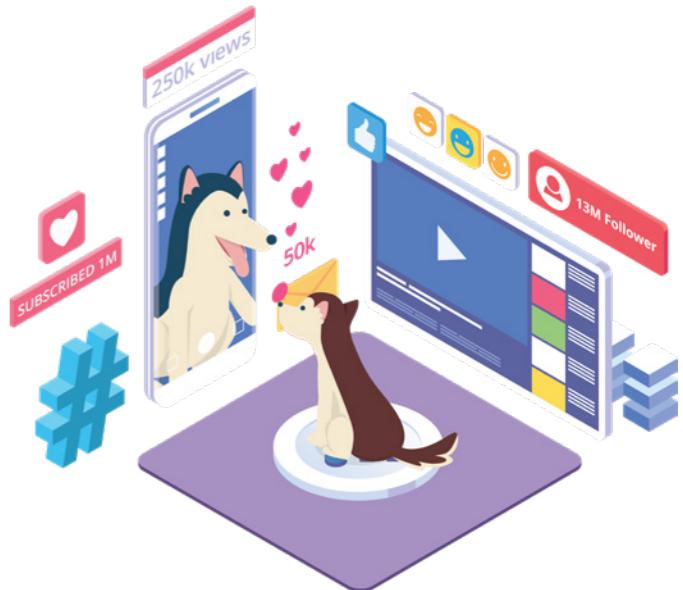


SMCP ON GOOGLE ADS



SOCIAL MEDIA APPLICATIONS

## HUSKY DOG ILLUSTRATION ASSETS SAMPLES



# THANK YOU

FOR TAKING TIME TO  
LOOK AT MY WORK!



[kristian.tayo.art@gmail.com](mailto:kristian.tayo.art@gmail.com)



(+63) 919 996 9475



[linkedin.com/in/kristian-tayo](https://linkedin.com/in/kristian-tayo)



[behance.net/kristian\\_tayo](https://behance.net/kristian_tayo)