



MARK SALADINO

SUMMARY

Innovative ideas and a unique approach to visuals. More than 5 years of experience developing designs for print media, online websites, social media advertisements and all your marketing needs. Solid understanding principles and advertising techniques.

well versed in Adobe Illustrator, Photoshop, Figma and Adobe XD using Windows Operating System. Self-motivated, quick learner and easy to be with.

2 years length of professional experience as a Creative Manager. Manage the Creative Design team, acting as a mentor to assess team and individual performance and ensure that departmental and individual activities are consistent with branding principles, corporate values, and strategic objectives.

Lead the development of the logo, the product packaging, trade show graphics, in-store display materials, web and social media content, marketing efforts, campaign, and the promotions for print and online content.

WORK EXPERIENCE

Project-Based

Graphic Designer | January 2018 - Present

- Logo Design
- Business Layouts
- Menu Designs
- Poster Designs
- Product and service Designs
- Magazine/Book Cover Designs
- Social Media Ads Designs
- Web Design Ui/Ux

Locus Digital

Creative Manager | May 2021 - November 2022
Graphic Designer |

ProSpace Singapore

Graphic Designer | October 2020 - April 2021
Web Designer |

Lightning Promotion Australia

Graphic Designer | August 2019 - September 2021
Web Designer |

Coach LLC

Graphic Designer | December 2018 - August 2020

AL DOMARY UAE

Social Media Ads | April 2018 - November 2020
Graphic Designer |

1 Million Cafe UAE

Social Media Ads | April 2018 - November 2020
Graphic Designer |

Robocoff Cafe UAE

Social Media Ads | April 2018 - November 2020
Graphic Designer |

SKILLS

Adobe Illustrator



Adobe XD



Adobe Photoshop



Canva



Figma

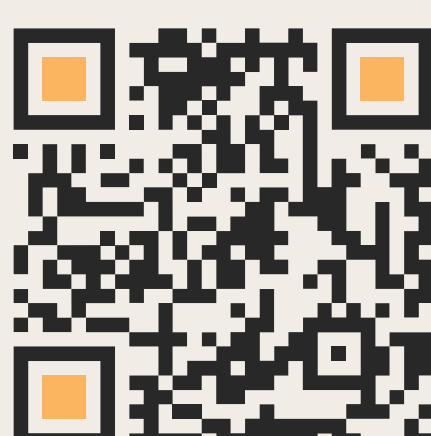


As a graphic designer, I'm responsible for creating visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, or captivate consumers. This may involve working on a variety of products and activities, such as websites, advertising, books, magazines, posters, computer games, product packaging, exhibitions and displays, corporate communications, and corporate identity. My role is to combine art and technology to communicate ideas through images and the layout of websites and printed pages. I may use a variety of design elements to achieve artistic or decorative effects. I can also use my skills to work on assets for motion graphics and animation.

PORTFOLIO & WEBSITE

PERSONAL WEBSITE

<https://mrkgraphics.github.io/>



BEHANCE

<https://www.behance.net/marksaladino>

LinkedIn

<https://www.linkedin.com/in/mark-saladino/>



CONTACTS

+63 956 148 8421

Live:mrkjshua

mrkjshua@gmail.com

REFERENCES

Debbie Tan

BUSINESS DEVELOPMENT MANAGER
ProSpace
debbie@prospace.io
+65 89045251

Erika Alfonso

HR MANAGER/OPERATIONS MANAGER
eikaalfonso@yahoo.com
+63 9173861390

Hiddenori Symon Perez Yongco

Managing Director
Locus Digital
symon@locusdigital.com
+63 9360467676

Gio Rap Jofrel H. Esquida

OPERATIONS ASSOCIATE
grjfreelancer@gmail.com
+63 9155019597

JOB ROLES & RESPONSIBILITIES

Project-Based

Graphic Designer | January 2018 - Present

- Logo Design
- Product and service Designs
- Business Layouts
- Magazine/Book Cover Designs
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I actively search for project-based clients on various social media platforms, including Facebook, who are seeking one-time payment designs such as logos, flyers, and social media posters. By leveraging these platforms, I connect with potential clients and offer my services to meet their specific design needs. This approach allows me to engage in short-term design projects while showcasing my skills and delivering high-quality results.

Locus Digital

Creative Manager | May 2021 - November 2022
Graphic Designer |

As the Creatives Manager at Locus Digital, I not only provide brief instructions and manage the team but also engage in graphic design work for their social media postings, deck pitching, onboarding designs, PPT slides, and PDF manual book designs. My role encompasses overseeing the creative process from conception to execution, ensuring that all visual assets align with the company's brand guidelines and effectively communicate the desired message to the target audience. Furthermore, I take on the responsibility of handling rush clients, ensuring their urgent design needs are met promptly and efficiently.

ProSpace Singapore

Graphic Designer | October 2020 - April 2021
Web Designer |

At Prospace, I serve as a web designer, responsible for creating their front-end website using prototyping tools like Adobe XD and Figma. Additionally, I contribute to the company's visual presence by designing social media posters and incorporating basic video animations into their content. This multifaceted role allows me to showcase my skills in both web design and graphic design, contributing to Prospace's overall branding and online presence.

Lightning Promotion Australia

Graphic Designer | August 2019 - September 2021
Web Designer |

Within Lightning Promotion, my primary role revolves around designing their front-end and back-end websites using Adobe XD prototyping. In addition to web design, I contribute to their marketing efforts by creating mockup designs for various promotional materials, including shirts, vinyls, roll-up banners, and billboards, to enhance the visibility and appeal of their products. This comprehensive approach allows me to showcase my skills in both web development and graphic design, supporting Lightning Promotion's branding and marketing initiatives.

Coach LLC

Graphic Designer | December 2018 - August 2020

Within Coach LLC, my focus lies in designing visually captivating YouTube thumbnails and engaging social media designs to elevate their online presence. By creating attention-grabbing thumbnails, I aim to increase click-through rates and drive more viewership to their YouTube channel. Additionally, I design compelling social media visuals that align with their brand identity, fostering engagement and expanding their reach across various social media platforms.

AL DOMARY UAE

Social Media Ads | April 2018 - November 2020
Graphic Designer |

1 Million Cafe UAE

Social Media Ads | April 2018 - November 2020
Graphic Designer |

Robocoff Cafe UAE

Social Media Ads | April 2018 - November 2020
Graphic Designer |

As the graphic designer for Aldomary, 1 Million Cafe, and Robocoff Cafe, I have the privilege of working with three unique establishments owned by a single individual in the UAE. Within this role, I am responsible for managing all aspects of their social media presence, including crafting engaging posts, designing eye-catching Instagram visuals, and even conducting basic video editing to enhance their content. Additionally, I take charge of creating persuasive deck pitches for each of the three store companies, ensuring that their brand identity and value propositions are effectively communicated to potential partners or investors. Through my creative contributions, I aim to amplify their online presence, increase customer engagement, and facilitate business growth for these exceptional establishments.