PAOLO JAY IMBAG

Visual/UIUX Design • Graphic Design • Brand Identity Design

paolo.imbag@gmail.com
+1 (416) 835-8431

PROFESSIONAL EXPERIENCE

Visual & Graphic Designer for DTC

PILOTHOUSE DIGITAL · PERMANENT FULL-TIME | VICTORIA, BRITISH COLUMBIA, CANADA · REMOTE
DEC 2023 - PRESENT · 1 YR

- Led the design of digital media campaigns for DTC, collaborating with internal teams to meet time-sensitive deadlines.

- Created branding for third-party build-outs, contributing to marketing collateral creation.

- Provided valuable insights on the latest design trends to enhance creative strategy.

Product Designer (UI/UX)

ODDUP INC · PERMANENT FULL-TIME | HONG KONG, HONG KONG · REMOTE
JAN 2020 - JUL 2022 · 2 YRS 7 MOS

- Defined and documented optimal user experiences by collaborating with product and development teams at Oddup Inc.

- Conducted concept and usability testing to gather feedback for iterative design refinement.

- Presented hi-fidelity mock-ups and prototypes to stakeholders for effective communication.

- Developed UI design guidelines to establish consistency and provide a framework for future projects.

Visual Designer

ISTACK HOLDINGS · PERMANENT FULL-TIME | MAKATI CITY, PHILIPPINES · HYBRID
MAY 2015 - DEC 2019 · 4 YRS 8 MOS

- Led UI/UX design for the AMC Education Platform, enhancing user experience.

- Developed visually appealing materials for iStack Training to effectively communicate concepts.

- Oversaw visual direction for the SW Conference, ensuring a cohesive brand presence.

EDUCATIONAL BACKGROUND

Postgraduate Degree, Interactive Media Design

SENECA POLYTECHNIC | TORONTO, ON CANADA • MAY 2022 - OCT 2023

Bachelor of Science in Information Technology

ROGATIONIST COLLEGE | SILANG, CAVITE, PHILIPPINES • JUN 2009 - MAR 2013

PORTFOLIO LINKS

https://dribbble.com/paoloimbag

https://behance.net/creativepotato

SKILLS

BRAND & IDENTITY DEVELOPMENT

DATA VISUALIZATION

DIGITAL MEDIA DESIGNS

GRAPHIC DESIGN PRINCIPLES

PROTOTYPING   UI/UX DESIGN

VISUAL DESIGN   WEB DESIGN

HTML CODING   JS CODING

CSS STYLING

SOFTWARE

ADOBE CREATIVE SUITE

FIGMA   MIRO   WEBFLOW

FRAMER   ZAPPIER

AIRTABLE