RITA ABADILLA

+971 50 889 2737
rita.abadilla06@gmail.com
in www.linkedin.com/in/ritaabadilla

EDUCATION

International School Singapore , 1990-1993
Surabaya International School , 1993-2000
International School Manila , 2000-2002

University of Asia & Pacific , 2002-2004
Course in Communication Arts

University of Santo Tomas , 2004-2008
Bachelor of Fine Arts in Advertising Arts

SKILLS

Expert in Photoshop, InDesign, Illustrator, Lightroom, and After Effects

Branding, Communication and Creative strategy making, Illustration, Drawing, Photo Manipulation, Print Preparation, Web Design, Team Leading, Basic Animation Experienced in both Mac and PC

QUALITIES & INTERESTS

Detail Oriented, Flexible, Independent, Lighthearted. Likes Contemporary Art, Film, Oil Painting, Music, Stickers, Patches, and Enamel Pins

EXPERIENCE

May 2008 - May 2010
Graphic Designer - DuPont
www.training.dupont.com
Responsible for designing product handbooks, posters, manuals and DVD materials.

Sep 2010 - Dec 2010
Sales Executive - Jmaterials Corporation
www.jmaterials.com
Was trained to sell architectural products.

Dec 2010 - July 2012
Senior Designer for 3 companies :
ImagePerfekt, Techone Global, & Ananya Farm Resort
www.imageperfekt.com
www.techoneglobal.com
www.facebook.com/Ananyafarms
Was trained excessively in retouching photos at ImagePerfekt. Responsible for revamping the company brands. Worked on company ads, marketing campaigns, web designs, flyers and brochures.

February 2013 - July 2014
Senior Designer - Genesis Next Advertising
Web Designer - Papercritics
www.genesisnext.com
www.papercritics.com
Responsible for revamping the company brand. Helped in the development of numerous client brand identities and projects. Worked for all kinds of industries, namely, real estate, healthcare, technology, logistics, restaurants, travel/tourism, and retail.

July 2014 - January 2016
Lead Designer - Intercell
www.intercell.ae
Worked directly with the CEO of the company. Lead design and conceptual directions for various branding projects. Developed print and online projects (including collateral, sales tools, web pages, and materials for events). Was responsible for taking on a big project in illustrating numerous childrens books.

March 2016 - Present
Lead Designer - Migrate World & Codemarketing
codemarketing.com
www.migrateworld.com
Responsible for revamping Codemarketing & Migrate World's brand. Helped design and develop numerous client projects. Lead a group of 3 web developers. Is the sole designer for the 2 companies (Migrate World and Codemarketing).