



GADWIN BABILA LOYOLA

— Graphic / Web Designer —

PROFILE

Wayne, May 18, 1988, Male, Single, 28 y/o

Address: 1093 San Pablo St. Cabilang Baybay, Carmona, Cavite

Mobile: +63905-6816933

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EDUCATION

April 16, 2009

BS in Information Technology

Cavite State University – Carmona Campus

CREATIVE SKILLS

advertising • branding • concept art • doodling
editorial cartooning • feature writing
illustrations • logotypes • layout design • SEO
typography • vector art • web design

APPLICATIONS

Experienced in Adobe Creative Suites:

Photoshop, Illustrator, Indesign

Knowledgeable in Microsoft Office:

Word, Excel, Powerpoint

Basic Knowledge in:

HTML & CSS Coding and Wordpress

PARTICIPATIONS

Graphika Manila

January 30–31 2016 | January 21–22 2017

February 9, 2013 | February 1, 2014

– Participant

- Doodle Art Enthusiasts & Doodle Pinas
- Graphic Artist of the Philippines Social Media Group
- Member – Present



ONLINE PORTFOLIO

www.be.net/wayneloyola

WORK EXPERIENCE

GRAPHICS/WEB DESIGNER

Apr 2015 – Present

SKUBBS INC.

4th Floor Unit K. Westgate Tower 1709 Investment Drive
Ayala Alabang, Muntinlupa City

– DUTIES AND RESPONSIBILITIES

- To create/design/Layout modern websites including ecommerce site, responsive website and mobile applications, redesign web pages and provide mockup proposals.
- To produce client's marketing kit for their businesses comprising: branding, logos, brochures, flyers, commercial/business banners, online/print advertisements, kiosks and other creative the likes.
- To edit/change website contents and images inside Wordpress.

Project Name: Various Web and E-Commerce Site

Client/s: Southeast Asian Countries mainly Singapore, SG

Duration: Continues

Role/s: Graphic Artist/Web Designer

Team Size: 6 Teams with 2–5 members each.

Software/s or Platform/s Used: Adobe Photoshop & Illustrator CC

FREELANCE GRAPHIC DESIGNER

Nov 2014 – Jan 2015

Online and Local Areas

GRAPHICS/WEB DESIGNER

Nov 2009 – Nov 2014

AGR OPERATIONS MANILA (former ASEC Asia)

12F Asian Star Bldg. Asean Drive cor Singapura Lane Filinvest
Corporate City, Alabang, Muntinlupa City

– DUTIES AND RESPONSIBILITIES ON **PRINT ADS**

- To produce a newly creative designs/layouts of Valley Yellow Pages print ads for different business categories of Californian clients.
- Responsibility in the process of redesigning/editing/resizing the ads based on the clients' request and instructions. And comply with additional task such as yellow page front covers and web banner ads.
- To perform enthusiastically and work closely with the team for the combined contributions to meet project deadlines and quotas.

Project Name: VYP – Valley Yellow Pages

Client/s: California, USA

Duration: Nov 2009 – Apr 2011

Role/s: Graphic Artist

Team Size: 6 Teams with 10 and above members each.

Software/s or Platform/s Used: Adobe Photoshop, Illustrator & In-Design CS, Font Viewer, Portfolio Extensis and AIM for image library.

– DUTIES AND RESPONSIBILITIES ON **WEB DESIGN**

- To create/build new template designs/layouts and mockups of websites for US clients to promote, commercialize and expose their businesses online.
- Responsibility for redesigning/editing/maintaining/updating contents or pages of new and existing clients' websites.
- To work closely with the team, CSRs, collaborate with the web developers for the fulfillment of clients' requests/instructions as a result of well developed and maintained websites.

Project Name: SunshineMedia, Dex Media, Patch.com, Berry.com,

Everyday Health, Axesa, Deluxe and FindLaw

Client/s: North Carolina, USA California, USA

Duration: Apr 2011 – Nov 2014

Role/s: Graphics/Web Designer

Team Size: 15 and above members in a team

Software/s or Platform/s Used: Adobe Photoshop, Illustrator CS, Adobe Dreamweaver, Basic HTML & CSS and Wordpress, CMS Platforms or system: Websplanet, Easy Site Wizard Pro, CM4all and Webforced. Thinkstock for image library.