



ANTHONY CRISOSTOMO

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Key Own transport & willing to travel!
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Plus Please check all my folio links on the last page! :)

ALSO AVAILABLE FOR
FREELANCE WORK!

SUMMARY

- » Graphic Designer & Prepress Specialist with over 13 years experience in print design.
- » Highly creative with online and print layouts.
- » Great Analytical & Problem Solving Skills, fast learner, self-starter.

- » Operates with urgency & delivers a strong performance.
- » Excellent communications skills and organised.
- » Can work independently or collaboratively.
- » I can **ADAPT.**

I SPECIALISE IN:

Logos • Marketing Collaterals • Web Design • Catalogue & Book Design • Corporate Design • Prepress • Mail Merge • Typography • Illustration • Image Correction • Branding • Advertisement Concepts • UI / UX Design

SOFTWARE SKILLS

PROFICIENT

Adobe Acrobat • Bridge • Illustrator • InDesign • Photoshop

SKILLSET

HTML • EMMET • CSS • BOOTSTRAP • SASS • COMPASS • JQUERY • JAVASCRIPT

X-FACTORS

Comfortable using the CLI • Sublime Text or any text editor • Mac or Windows User • Good Presentation Skills

Can use Content Management Systems (Basic Wordpress) • Intermediate MS Word & Excel • Minor troubleshoot software & hardware

PROFESSIONAL EXPERIENCE

JUNIOR FRONT END WEB DEVELOPER

@ Taguchi Marketing • Feb 2017 – present • Melbourne • **Industry:** Digital Marketing

- » Builds, proofs, schedules & delivers email campaigns on behalf of clients.
- » Builds the EDMS using special software, the Taguchi Digital Marketing Platform.
- » Assists in the development of email templates using photoshop, tasks include but are not limited to slicing exporting jpegs, gifs, and gif animations if needed.
- » Integrates the supplied creative assets & graphics to emails.
- » Encodes email customised templates as required using html and css, & some javascript for personalisation, ensuring emails are all compliant to all mail clients.
- » Troubleshoots, updates html & css issues encountered by clients with their email templates & web forms.

Taguchi Marketing is a Melbourne-based software development company that has developed and distributed the Taguchi Digital Marketing Platform since 2008. Taguchi® enables you to easily create one-to-one messages through email, SMS, landing pages and web forms. Using the same efficiency principle as the email Smart Template.

GRAPHIC DESIGNER

@ Data Direct Australia • June 2010 – September 2016 • Preston, Victoria • **Industry:** Mailing, Printing

- » Creates print portfolios to assist the marketing department in the promotion of variable data / image, & digital colour printing by designing marketing collateral such as personalised booklets, brochures & postcards.
- » Prepares artwork in accordance with Australia Post guidelines; created interactive pdf forms, designed & built a new company website (unpublished) & microsites.
- » Designs in-house stationery in line with the company's brand, from business cards, letterheads, to informational brochures, company tenders, signage, & forms.
- » Takes client design briefs & makes recommendations, presents concepts & ideas in the form of visual mock-ups & layouts.
- » Sets up letters, artwork templates according to Australia Post guidelines; creates interactive pdf forms, designed and built new company website (unpublished) and micro sites for other services.
- » Integrated variable data software (uDirect, uPlan, uProduce) with InDesign & Photoshop, we printed high quality personalised mailing pieces in a short amount of time.
- » Operated finishing equipment (e.g. Dicicut 2500) & Xerox Digital Colour Printers

*In May 2013, Data Direct Australia acquired **BLS Printing**. I took on an additional role as a **Prepress Designer**. I received in-house training, & my contributions are as follows:*

- » Learned the offset printing workflow using Prinergy.
- » Pre-flights & adjusts artwork if required, ensures accurate colour output, creates impositions with Preps and outputs JDF files for the platesetter.
- » Supplies pdf proofs or hardcopy proofs with the Epson Proofer.
- » Operated the CTP Kodak Imagesetter & output plates for offset printing, can do minor troubleshooting.

PUBLICATION DESIGNER @ Koolivoo • June 2008 – Dec. 2009 • Cairns, QLD • **Industry:** Tourism, Publishing, Marketing

- » Designed cover and inside layouts for travel brochures, proposals & presentations, & online forms.
- » Provided pdf proofs to clients, retouched and adjusted artwork when needed, archived image library and backed up all files.
- » Integrated XML files into Adobe InDesign templates, this enabled instant importation of graphics, photos, and text in any language.
- » Managed all print aspects of Koolivoo's projects, from file upload, corrections, and client approval; I coordinated with printers in Europe and Asia; print runs varied from 5,000 to 50,000 copies.
- » Created digital versions of printed publications, enabling users to view and flick through the brochures online.

PREPRESS DESIGNER @ Ramco Printing • June 2007 – June 2008 • Cairns, QLD • **Industry:** Printing, Publishing, Signage

- » Designed artwork for signs, receipts, greeting cards, book covers, stickers, corflutes, business cards, and other marketing materials, also prepared artwork for vinyl cutting using Flexisign Software.
- » Prepared and set up files for print, made adjustments on colour, typeface, image restoration, assembly, retraced & converted artwork into vector format.
- » Set up & created "Hot Folders" for Job Automation, using Fiery Rip Software, pdf files are dragged and dropped, files are automatically imposed, & are ready for print.
- » Performed mail merge on projects such as invitations and labels to ensure a quick turn-around time.
- » Ganged and set-up pdf files for business cards, flyers, and posters using an imposition plug-in software (pdf Snake).

PREPRESS DESIGNER @ Creative Page Online • May 2006 – Feb. 2007 • Pasay, Philippines • **Industry:** Online Printing, Marketing

- » Processed client files through Uprinting's Job Management Software called IMS (Internal Management System); reviewed various file formats and in addition made recommendations for digital or offset printing on select orders.
- » Used graphic design techniques such as desktop publishing, layout, and Photoshop actions, pre-press file preparation such as placing correct bleed and crop marks, die-lines, image and colour correction to ensure print ready artworks.
- » Traced and converted pixel based artwork into vector format.
- » Sent digital pdf proofs to clients and tracked their orders online, also offered file troubleshooting and technical support through email and phone.
- » For digital print jobs, created impositions for artwork with Preps software.

SENIOR GRAPHIC DESIGNER @ De La Salle University Press • June 2005 – May 2006 •

Pasay, Philippines • **Industry:** Printing, Publishing

- » Provided Art Direction and guided staff designers for projects of the Publishing and Printing Division, I trained them in pre-press, proper page set-up, template creation for faster output, finalising cover spread files and image enhancements or adjustments plus colour correction.
- » Produced and designed graphics and layout for printed material such as business cards, posters, signs, stickers, flyers, catalogues, forms and informational brochures.
- » Designed cover spreads for textbooks, trade books, annual reports and journals.
- » Created high quality pdf files for final printing, checked and finalised artwork of all job orders and projects, also performed troubleshooting on customer / client files.
- » Co-evaluated print orders and made recommendations for art direction, paper stock, choices of full or spot colour, and ideal quantity.

LAYOUT ARTIST @ De la Salle University Press • Feb. 2004 – Jun. 2005 • Pasay, Philippines • **Industry:** Printing, Publishing

- » Designed cover spreads and the overall content layout of a book.
- » Scanned, retouched and incorporated photos and illustrations for all projects.
- » Designed and produced posters, signs, stickers, and tickets for major events such as book fairs and book launchings.
- » Entered corrections made by editors and proofreaders, performed other administrative tasks as assigned by the Editor-in-Chief.
- » Archived, backed-up, and maintained an accurate filing system for all projects.

- » Retouched images & finalised artwork of jobs for Large Format, Flexographic or Rotogravure Printing.
- » Traced scanned images and converted it into vector artwork with Adobe Illustrator.
- » Created impositions for the proofing machine and for the digital printers.
- » Handled pre-press, layout and assembly for the artwork files provided by the clients.
- » Worked closely with the Quality Control Inspector and Digital Term Leader to ensure product schedules are met.

ADMINISTRATIVE ASSISTANT & INFORMATION DESK OFFICER

@ Univ. of Technology, Sydney • Jan. 2002 – Apr. 2003 • Sydney, NSW • **Industry:** Education

- » Administrative and clerical duties, assisted students complete various aspects of enrolment, answering general enquiries, advising students on completing statistical information and HECS information.
- » Answered questions and provided accurate information concerning standards, procedures, and programs within assigned department or district to faculty, students and public.
- » Assisted students during the first few weeks of spring and autumn semester, answering general enquiries such as class schedules/timetables, room locations, and campus locations.
- » Serves as a concierge for assigned department; routes incoming calls as appropriate and takes messages.

LIBRARY SUPPORT STAFF

@ Univ. of Technology, Sydney
Apr. 2003 – Jul. 2003 • Sydney, NSW
Industry: Education

- » Sorting, shelving and mending of books.
- » Assists patrons in locating and retrieving library materials
- » Demonstrates research techniques and the use of various library equipment, databases, and services.

EDUCATION

» **Master of Design** @ University of Technology, Sydney • Sydney, NSW • Completed 2003

» **Bachelor of Fine Arts, Major in Advertising Arts & Design** @ University of Santo Tomas • Manila, Philippines • Completed 2001

» **Freecodecamp** @ www.freecodecamp.com • Front-End Development Certificate • To complete in January 2017

» **Codeschool** @ www.codeschool.com • Enrolled in Front-End Development focusing on HTML, CSS, JavaScript & jQuery

PORTFOLIO

Portfolio links of my work, these are websites I built on my own, plus GitHub guided tutorials and my online stores:

- | | |
|---|---|
| PDF Folio High Res (6mb) | http://bit.ly/folio-asc-ds-pdf |
| PDF Folio Low Res (3mb) | http://bit.ly/folio-asc-ds-LR-pdf |
| My Personal Website | http://www.ascdesignstudio.com |
| A Restaurant Website | http://www.bellysrestaurant.com |
| Data Direct Website | http://bit.ly/folio-dda |
| Engage Website | http://bit.ly/folio-engage-1 |
| Engage Campaign | http://bit.ly/folio-engage-2 |
| Engage Campaign | http://bit.ly/folio-engage-2 |
| My Github Developer Profile (in progress) | https://ascdesignstudio.github.io/front-end-developer/index.html |
| Github Projects | https://ascdesignstudio.github.io/business-card-designer/index.html |
| Github Projects | https://ascdesignstudio.github.io/js-rocket/rocket.html |
| Github Projects (in progress) | https://ascdesignstudio.github.io/name-animator/ |
| Github Projects (in progress) | https://ascdesignstudio.github.io/interactive-receipt/ |
| GitHub Projects (html email 1) | https://ascdesignstudio.github.io/html-email/ |
| GitHub Projects (html email 2) | https://ascdesignstudio.github.io/html-email-taguchi/ |
| My Online Store 1 | https://redbubble.com/people/ascdesignstudio |
| My Online Store 2 | https://etsy.com/au/shop/ASCDesignStudio |
| My Online Store 3 | https://society6.com/anthonycrisart |
| My codeschool.com progress | https://www.codeschool.com/users/ascdesignstudio |
| My freecodecamp.com progress | https://www.freecodecamp.com/ascdesignstudio |
| My freecodecamp.com project 1 | http://codepen.io/ascdesignstudio/full/jrxrqB/ |

SOCIAL MEDIA & ONLINE FOLIOS

 au.linkedin.com/in/anthonycrisostomo

 www.instagram.com/ascdesignstudio

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 www.behance.net/ascdesignstudio