

WILLISON ROCES

willisonroces@gmail.com

<https://willisonr.github.io/pfolio/>

PROFILE

Creative designer with 8+ years in branding, motion graphics, and video editing. After leading teams and managing campaigns, I'm refocusing on hands-on design — creating work that feels honest, well-crafted, and true to its story. I value calm, clarity, and respect for the creative process.

Present Experience

2023

Branding and Creative

Philippine National Bank | Nov 2023 – Present

- Leads the Creatives & Branding section of the Marketing Division.
- Manages all branding requirements across 600+ branches nationwide.
- Oversees marketing materials and creative direction for all business units.

2018

Creatives Manager

Philippine National Bank | Sept 2018 – Nov 2023

- Directed visual branding audits and handled multi-channel creative campaigns.
- Developed social media visuals and motion content in an agile setup.
- Created brand collaterals, event designs, and digital content used across bank-wide initiatives.

2017

Graphic Designer

Enchanted Kingdom | Oct 2017 – Aug 2018

- Designed marketing materials for park promotions and events.
- Produced motion graphics and promotional videos using After Effects.

2016

Graphic Designer

E-way Business Inc. (Livingstone) | Jan 2017 – Sept 2017

- Created visual assets and brochures for Australian market clients.
- Delivered creative solutions for both digital and print platforms.

Videographer / Video Editor

Project Raw PH | Aug 2016 – Jan 2017

- Handled full production pipeline for wedding, event, and corporate videos.

Graphic Designer / Videographer

Goodream Printers Inc. | Jan 2016 – May 2016

- Produced design and video materials for various event clients.

Creative Events Participation:

Graphika Manila — 2014 & 2020

Reference

April de los Santos
0917 563 2735

Jocelyn Broniola
0920 947 3343

Core Skills

Adobe Photoshop, Illustrator, InDesign
Adobe Premiere Pro, After Effects, Lightroom
Branding, Motion Graphics, Video Editing, Photography
Traditional Media Sketching and Painting

Education

Far Eastern University | 2010 – 2015
University of Sto. Tomas | 2008 – 2010
Our Lady of Perpetual Succor College | 1995 – 2008