

# Robyn Angeli Saquin

## Portfolio

I am a Sydney-based visual communicator with 6 years of agency and freelance experience in graphic design, illustration, branding, and marketing. I develop multimedia campaigns from concept briefs to fully executed design solutions.

 Sydney, NSW  0455 231 131  radsaquin@gmail.com

### Work Experience

#### Freelance Graphic Designer

Feb 2019 - Current

Collaborated with individuals, agencies, and emerging businesses to create brand identities and visual material for websites, social media, interactive digital displays, and print. Clients include Elation PH, Nayong Pilipino Foundation, Brick Road Studios, BeautyMNL, Pushpin Visuals, and Asia Society.

#### Graphic Designer at ZipZipe Digital Marketing

Apr - Jul 2024

Ideated and developed case studies and marketing material. Refined visual output through photo editing, retouching, design research, and motion graphics. Work covered various industries, including clients like Saga Bar, OSIM, Clover Property, Cosoosoo fashion label, and more. Fixed contract.

#### Library Peer Mentor at University of New South Wales

Sep 2023 - May 2024

Initiated social media plans to advertise the group to over 60,000 students. Collaborated with and later led a team of 15 to deliver events, design presentations, and provide mentoring services.

#### Production Designer at Code & Theory

Jan 2021 - Jul 2022

Designed decks and marketing materials for external and internal use. Worked with developers to design and launch websites. Created static and animated web advertisements. Work focused primarily on **Amazon Ads** to launch a globally-integrated, multilingual, and on-brand B2B campaign.

#### Graphic Designer at Skyrocket Studios

Apr 2019 - Dec 2020

Ideated and executed cohesive multimedia campaigns in print and digital. Designed dynamic social media campaigns, full brand identities for events and brands, and UI/UX prototypes for new products. Worked with national chains Goldilocks, Robinsons Easymart, and Filinvest Land, and international brands **Australia Awards** and **Wet n' Wild**. Coordinated with clients to outline common goals.

### Education

#### Master of Design from University of New South Wales

Sept 2022 - Aug 2024

2023 Dean's List Awardee. Lead a design team of 5 to craft the art direction of the graduating exhibit.

#### BFA in Information Design from Ateneo de Manila University

Aug 2014 - May 2018

Completed with honours. Multi-time Dean's List Awardee.

### Skills

#### Creative Skills

Adobe (Photoshop, Illustrator, InDesign, AfterEffects, Lightroom, XD), Microsoft, Maya, Figma, Canva, Wix, Squarespace, MailChimp. Creates original assets in 3D, illustration, and motion graphics/animation. Proficient in translating briefs to creative campaigns, working with established brand guidelines, shifting between different mediums (web, print, social media, video), using website and EDM builders, the technical necessities of print production, art direction, and copywriting.

#### Work Skills

Excellent written and verbal communication skills. Comfortable with public speaking, presenting to clients, and group brainstorming. Experienced in project management and creating efficient workflows and systems. Proactive in collaborating with a group and contributing ideas to meet and exceed goals.

References available upon request.