



# FERNANDO ALVIN DURAN

WEB / GRAPHIC DESIGNER

## PROFESSIONAL SUMMARY

A creative graphic designer with more than 15-year background developing computer-generated art and designs. Adept in aligning designs with brand values. Well-versed in Adobe Illustrator, Photoshop, InDesign & SketchUp.

## WORK EXPERIENCE

Brandaide Inc. | Philippines

August 2013 - Current

### SENIOR WEB / GRAPHIC DESIGNER

- Created print advertisements, email marketing campaigns, and logo designs.
- Supported company branding efforts with logos, stationery and cohesive social media imagery and graphics.
- Served clients with close support at all stages and open feedback channels.
- Achieved project targets with high quality design work to help clients promote products, services and events.

McCann Worldgroup / Dentsu Philippines

January 2009 - July 2013

### FREELANCE GRAPHIC DESIGNER

- Created and managed computer-generated image design projects to minimize cost and meet production deadlines.
- Drove client exposure by aligning design work with brand image and values.
- Photographed new products, clipped images and cataloged final versions for future graphics assets.

AD Planet Group / Singapore

April 2008 - December 2008

### STUDIO DESIGNER

- Stayed at forefront of graphic design technology and techniques with continuous research and professional development.
- Optimized layouts by determining sizing and arrangement of each component.
- Achieved project targets with high-quality design work to help clients promote products, services and events.

Beyond Advertising Inc. / Philippines

February 2004 - February 2008

### SENIOR GRAPHIC DESIGNER

- Created and managed computer-generated image design projects to minimize cost and meet production deadlines.
- Promoted client satisfaction through effective design leadership from concept through completion.
- Created print advertisements, email marketing campaigns, and package designs.

Iconcepts Inc. / Philippines

February 2001 - February 2004

### JUNIOR GRAPHIC DESIGNER

- Supported company branding efforts with logos, stationery and cohesive social media imagery and graphics.
- Stayed at forefront of graphic design technology and techniques with continuous research and professional development.

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## SKILLS

- Web / Graphic Design
- Logo Design
- Photo Editing
- Layout Management
- Brand image Improvement
- 2D & 3D Render Mockups
- Photography

## EDUCATION

**Bachelor of Fine Art's & Design**

MANILA, PHILIPPINES

**PHILIPPINE WOMEN'S UNIVERSITY**

## REFERENCES

Available upon request