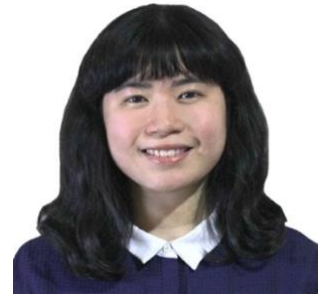


NIKKA ELLA CORREA

Graphic Designer Specializing In Branding & Advertising

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OBJECTIVE

I'm looking for a job where I can apply my creativity and problem-solving skills in graphic design, particularly in branding and advertising.

EXPERIENCE

Jan 2024 – present

MARKETER AND GRAPHIC DESIGNER

SELF-EMPLOYED (REAL ESTATE, AUTOMOBILE, etc.)

Produced e-commerce listings for real estate, automobile and other products; created copy for listings; practiced image editing for collaterals; assisted in customer service

Aug 2022 – Apr 2023

GRAPHIC DESIGNER AND COPYWRITER

STORM MEDIA LIMITED

Created graphic design and layout for e-commerce product listings; produced copy for collaterals; practiced photo manipulation; assisted in product research

Jun 2022 – Aug 2022

ART DIRECTOR AND MARKETING INTERN

ILLUSTRADOS CREATIVES AND TECHNOLOGY INC.

Produced marketing contents for social media; organized schedules of content postings; managed and supervised creative collateral productions; assisted the Creatives Department in collateral productions (graphic design, photo manipulation, video editing, motion graphics, etc.)

Sep 2021 – Aug 2023

GRAPHIC DESIGNER AND MARKETING MANAGER

TABI, TABI PO! CARD GAME (*Academic – Thesis*)

Co-created the concept; created graphics for the gaming materials; produced copy for the cards and booklet; created copy and information architecture of the website; practiced video editing and motion graphics for video collaterals; created marketing plan; managed social media marketing

Mar 2020 – Apr 2020

ART DIRECTOR AND GRAPHIC DESIGNER

CHIPPY YOUTH CAMPAIGN (*Academic – Advertising*)

Recreated a campaign for the youth; created a new tagline and produced collaterals and strategies for ads such as TVC, social media posts and billboard mockups

Sep 2017 – Dec 2017

ART DIRECTOR AND GRAPHIC DESIGNER

WOBBLE GUMS (*Academic – Graphic Design*)

Created a branding and marketing campaign for a chewing gum; produced the logo and packaging designs for all flavors; practiced photo manipulation and motion graphics for ads such as social media posts and poster mockups

EDUCATION

S.Y. 2022 – 2023

De La Salle-College of Saint Benilde
Bachelor of Arts in Multimedia Arts
November 2023

SEMINARS AND WORKSHOPS

Feb 2022

GRAPHIKA MANILA ONLINE 2022

GRAPHIKA MANILA

- Learned the importance of understanding the context and the users, what and who you're designing for, and *why*, to be able to give an effective and "human" design (Natasha Jen);
- Understood the importance of studying the world around you to make art that connects, and designing for "multitudes" to avoid creating one-dimensional designs (Annie Atkins, Alexei Bochenek)

Nov 2021

SKILLS TO SUCCEED ACADEMY

ACCENTURE

- Understood the importance of respect and diversity in the workplace to boost employee morale and performance;
- Learned about the fundamental skills and the best practices/workplace etiquette for a healthy work environment

Feb 2021

GRAPHIKA MANILA ONLINE 2021

GRAPHIKA MANILA

- Understood the importance of constantly reinventing yourself, being influenced, keeping the curiosity and wonder, and not being afraid to try out something new to keep the passion for creating (Jeni Wamberg, Yuko Shimizu, Johnny Cupcakes);
- Reminded me to always be a hard-worker and consider every job as an opportunity to learn and try something new, and to see obstacles as an opportunity to improve (Jeni Wamberg, Chris Do)

SKILLS

- 3D Modelling
- Art Direction
- Branding & Identity
- Copywriting
- Illustration
- Layout Design
- Motion Graphics
- Print Design
- Social Media Posts
- Web Design

TOOLS

- Adobe Illustrator
- Adobe Photoshop
- Blender
- Canva
- WordPress

ADDITIONAL INFORMATION

- Communication skills in Filipino and English
- Excellent diplomacy and multitasking skills
- Can work in a team or independently