

pip reyes

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ui-ux / web production design
visual design / branding
illustration

summary

I'm a designer with a background in visual arts and psychology

I'm an obsessively passionate visual storyteller

I'm a strong communicator, collaborator and contributor to success

I bring empathy, strategy and an elevated aesthetic sense to everything I do

experience

Sr. Web Production Designer / CADENCE DESIGN SYSTEMS / JAN 2020 - PRESENT

Explores, develops and creates designs and design templates, and builds digital style guides and design systems.

Ensures post-production standards/quality assurance, executing pixel-perfect design projects end-to-end.

Leads the design, production, and execution of marketing projects across the site including product launches, brand campaigns, page re-designs and more.

skills

Adobe Creative Suite, Figma, Procreate

Art Direction, Brand Strategy & Identity

Wireframes, Prototypes, Design Systems

Concept Design, Digital Painting, Sketching, Color

English, Tagalog

Partner, Chief of Branding / SARANGHELLO / JAN 2020 - PRESENT

Conceptualized and co-founded K-Pop retail and e-commerce business

Strategizes for brand, marketing campaigns, and business development. Helps develop project roadmaps and manages projects.

Collaborates with developers, copywriters, team leads and more, facilitating the strategy, planning, and scoping of projects, serving as a main point of contact and ensuring that business needs of stakeholders are met.

Applies UX principles and best practices, data - both qualitative and quantitative, as well as analytics to inform design.

Designs with usability and accessibility in mind, as well as effectively communicating the company's brand principles.

Conceptualized and developed the brand identity of SarangHello- including name, brand voice, logos, typography, color palette and more.

Developed, designed and implemented brand identity across digital, e-commerce, in-store retail experience, marketing and social media.

Other / IN HIATUS STUDIOS / FREELANCE ARTIST / 2016-2018 2014-2018

education

MFA Visual Development / ACADEMY OF ART UNIV. / 2010-2014

User Experience Design / GENERAL ASSEMBLY / 2019

BFA Psychology / ATENEO DE MANILA UNIV. / 2010-2014