

# JHAYRA MAE C. TABIGNE

**Multimedia Artist**

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Portfolio: <https://www.behance.net/jtabigne>  
<https://jhayratabigne.wixsite.com/jtabigne>

Highly creative, driven and flexible Multimedia artist who conceptualizes innovative designs. Professionally trained and competent in a wide range of design software and equipment including Adobe Creative Suite, web design, photography, and video editing. Deadline-driven and reliable with a strong work ethic. Effective at communicating ideas and capturing the interest of the intended audience.

## CREATIVE EXPERIENCE/s

### Print

- Brochures & Catalogs
- Logo/s
- Certificates
- Poster

### Photography

- Product Photography
- Event Photography
- Photo Manipulation

### Web & Multimedia

- Website Design
- Video Editing
- Videography
- Basic Motion Graphics

## WORK HISTORY:

July 28, 2017 –  
February 15, 2018

**Graphic Artist/Photographer**  
Hataw Online Shopping Inc  
Unit 352 Wellington Building 611 Condesa Street

- Specializing in advertising, marketing and promotional materials, including logos, flyers, cards and more..
- Prepares work to be accomplished by gathering information and materials.
- Plans concept by studying information and materials.
- Illustrates concept by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
- Editing and enhancing photos to achieve the highest quality. Other work includes doing photography of models and product photography
- Contributes to team effort by accomplishing related results as needed.

February 20, 2018 –  
May 25, 2019

**Graphic Artist**  
Boy Scouts of the Philippines  
181 Natividad A. Lopez St., Ermita Manila

- Design and create other graphic design requirements for the company such as IDs, business cards, tarpaulin banners, catalogs, brochures, certificates, etc. as required by the company following brand standards & guidelines.
- Prepare precise and accurate electronic files to print production specifications and ensure delivery to supplier; attend proofing of materials to ensure that color grading/resolution is correct.
- Produce promotional videos (teasers, short clips) and photos for documentation.
- Standardize layouts and print formats of all marketing and visual materials for display and/or distribution.
- Performs other duties that may be assigned from time to time. (eg. Field/production work)

June 06, 2019 –  
Present

**Graphic Artist/Sales Marketing Assistant**  
Densworth Corporation - Barlico Philippines  
78 Pelaez St. Borakay Compound San Dionisio, Parañaque City

- Develop and create concept designs in all areas of media including print, social media layouts, visual design, marketing materials and packaging.
- Plans, organizes and executes marketing promotions and campaigns on social media
- Creates social media campaigns to accomplish specific goals
- Manages Social Media Accounts, Shopee, and other E-commerce platforms
- Uploading and updating Product SKU's
- Prepare sales, evaluate data and create marketing reports, daily, weekly, monthly and yearly report.
- Responding to marketing queries via phone, email or social media.
- Tracks sales data, maintains promotional materials inventory, maintains databases, and prepares report.
- Implements marketing and advertising campaigns by assembling and analyzing sales forecasts; preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotional presentations; and updating calendars.
- Prepares marketing reports by collecting, analyzing, and summarizing sales data.
- Monitors budgets by comparing and analyzing actual results with plans and forecasts.

## **EDUCATIONAL BACKGROUND:**

Tertiary	:	Bachelor of Arts in Multimedia Arts Lyceum of the Philippines University- Manila 33 Muralla St., Intramuros Manila, Philippines	2013 - 2017
Secondary	:	Children of Light Academy of Parañaque Better Living Subd, Paranaque City	2009 - 2013
Primary	:	Children of Light Academy of Parañaque Better Living Subd, Paranaque City	2003 - 2009

## **WORKSHOP/S ATTENDED:**

Category:	<b>Digital Painting</b> First Academy of Computer Arts 2F Saville Bldg. 8728 Paseo De Roxas cor. Buendia Makati, City 1209	May 2015
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## **SEMINAR/S ATTENDED:**

Category:	<b>Illustration Seminar (Vector x Vexel)</b> Lyceum of the Philippines University Manila 33 Muralla St, Intramuros Manila	November 27, 2013
Category:	<b>Graphika Manila 2018</b> International Multimedia Design Conference SMX Convention Center, Mall of Asia Complex, Pasay City, Philippines	February 3 - 4, 2018

## **ACHIEVEMENT/S:**

<b>Exhibitor</b> LUCRECIA LUNATICA A Manifestation of Beauty and Madness	March 11-13, 2017 Mabuhay Restop, Southdrive, Area II, Rizal Park, Ermita Manila
<b>Workshop Staff</b> Asia-Pacific Regional Workshop on Diversity and Inclusion	June 22-26, 2018 BP International Hotel Manila, Philippines

**Documentation Officer**  
26<sup>th</sup> Asia-Pacific Regional Scout Conference  
Workshop for APR Media Team

September 30, 2018  
BSP National Office, Ermita  
Manila, Philippines

**Documentation Officer/Staff**  
9<sup>th</sup> Asia-Pacific Regional Scout Youth Forum

October 09-12, 2018  
Tagaytay International Convention Center,  
Tagaytay City, Philippines

## **CHARACTER REFERENCES:**

**Ma Evelyn Megallon Josol**  
School Administrator  
Children of Light Academy of Parañaque  
4455 Annex 29-32 Better Living. Subd. Parañaque City  
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**Mr. Patrick Nicolo L. Paule**  
Owner, CEO  
Thatguydesigns Corporation  
Merville Park, Parañaque City Metro Manila  
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**Mr. Windsor Morales**  
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