



JAMER M. GERERO

GRAPHIC DESIGNER



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SUMMARY

Creative and detail-oriented Graphic Designer, Visual Artist, Web Designer, and Craftsman with over 20 years of experience in design, branding, and product development. Versatile in graphic design, web design, product packaging, branding, and book layout, with a proven track record of creating visual identities, digital assets, and print materials for both local and international clients. Highly proficient in design software and technical tools, with hands-on expertise in signage creation, product mockups, and production. Adaptable and self-taught, bringing a structured approach to problem-solving and execution.

Beyond digital design, skilled in interior fit-outs, woodworking, and modular cabinet construction, seamlessly blending craftsmanship with functionality. Passionate about innovation, philosophy, and design, with a keen eye for aesthetics and practicality in every project.

WORK EXPERIENCE

01

FREELANCER

Graphic Designer

March 2024 - Present

I do commission-based design projects for local and international clients, specializing in book layouts, packaging design, print collateral, marketing materials, and brand identity.

02

FREELANCE CONTRACTOR

Modular Cabinet Maker

February 2019 - March 2024

I oversaw and managed the operation of my small contracting business specializing in modular cabinetry, creating stylish and modern furniture tailored to clients' needs. From simple side table cabinets to luxurious kitchen cabinets, closets, and wardrobes, I ensured high-quality craftsmanship and functional design in every piece.

03 FREELANCER
Graphic Designer
February 2018 - February 2019

I focused on commission-based design projects, creating visually striking layouts, inventive packaging, captivating print materials, and dynamic websites tailored to client needs.

04 DANIJOHNSON.COM | DESTINY GLOBAL, LCC
Graphic Designer
April 2011 - October 2017

I designed a wide range of graphics for company websites, product packaging, mockups, and print materials, as well as visual assets for video content and social media advertisements. Additionally, I was responsible for managing website updates, designing landing pages, sales funnels, and creating engaging book layouts, as well as developing unique t-shirt designs, ensuring consistency and creativity across all projects.

05 FREELANCER
Graphic Designer
March 2010 - April 2011

I specialized in commission-based design projects, crafting visually compelling book designs, innovative packaging, engaging print collateral, and dynamic websites tailored to each client's unique vision.

06 AFFINITY EXPRESS PHILIPPINES, INC.
Graphic Designer
June 2008 - February 2010

I produced artwork based on client specifications and team lead direction, designing a diverse range of graphic materials for both print and digital use, ensuring high-quality visuals that aligned with brand and project goals.

07 GRAFILINK DESIGN STUDIO
Packaging Designer
February 2006 - June 2008

Designed impactful packaging and marketing collateral for local clients. Responsible for concept development, company branding, exhibit booth/kiosk design, and product mockups.

08 MODAGRAHICS BUILDERS INC.
Graphic Designer | Detailer
November 2005 - January 2006

I meticulously planned the detailing of outdoor signage, including built-up letters, kiosks, standee cabinets, racks, and sticker designs, ensuring functionality, visual appeal, and brand consistency while meeting client specifications and industry standards.

09 SANTUARIO DE SAN VICENTE DE PAUL

Layout Artist

July 2004 - September 2005

I was assigned to design brochures, flyers, and various marketing materials for a columbarium, ensuring visually appealing and informative content that effectively conveyed its services, features, and offerings to potential clientele.

SOFTWARE PROFICIENCY SKILLS

DESIGN SOFTWARE

Adobe Creative Suite (Photoshop • Illustrator • InDesign • Dreamweaver)
| Sketchup | CorelDraw

WEB DEVELOPMENT LANGUAGES

HTML | CSS | JAVASCRIPT

EDUCATIONAL ATTAINMENT

BACHELOR OF ARTS IN PHILOSOPHY

School Year: **2000 - 2004**
Adamson University | St. Vincent's Seminary

PERSONAL INFORMATION

AGE	BORN	PLACE OF BIRTH	CIVIL STATUS	HEIGHT	WEIGHT
44	11.3.1980	Bulan Sorsogon	Married	5' 8"	75Kg