

Carlo C. Ignacio

Multimedia Designer

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SUMMARY/OBJECTIVES

Multimedia Designer with a strong foundation in visual design, digital content creation, and cross-platform branding. Specializes in purposeful visuals that balance creativity with business intent, applying logic to every creative decision to bring clarity and order to complex ideas. Experienced across e-commerce, tech, and automotive environments, driven by a pursuit of meaningful challenges, growth, and long-term prosperity through impactful, strategy-led design.

WORK EXPERIENCE

Multimedia Designer

GW2 Trading Corporation (March 28, 2025 - Present)

- **Spearheaded** the redesign conceptualization of marketing collateral across more than 10 brands, both local and international, contributing to a **20% sales** increase.
- **Overhauled** company website and marketing collaterals to align digital presence with brand identity. (<https://www.gw2trading.com/>) ([oneoffwheels.com](https://www.oneoffwheels.com/)).
- **Drove** SEO performance through blog creation and foundational optimization, generating more than 1,000 new impressions on different search engines.
- **Worked cross-functionally with** closely with General Managers, CEO, and sales teams to plan and execute high-impact marketing initiatives.
- **Administered** social media and improved customer-response workflows, driving higher sales and faster issue resolution.
- **Directed** engaging video content for reels, tutorials, and operational use.
- **Developed** motion graphics and other necessary graphics for text blasts, supporting increased dealer engagement and sales.
- **Thrived** in a fast-paced environment, consistently delivering high-performance creative output and meeting tight deadlines across multiple simultaneous projects.
- **Established** professional communication channels with CEOs, managers, aftermarket shops, suppliers, and car dealerships to strengthen partnerships and support marketing sales initiatives.

Graphic Designer

MTSN International (March 9, 2023 - March 17, 2025)

- **Developed** new designs and **strategized** the concept of an on-demand mobile app using Adobe Illustrator, enhancing the user experience and landing pages, resulting in user increase. Provided creative support to design development. Designs, builds, and maintains social media presence.
- **Formulated** engaging social media posts, advertisements, and website banners, ensuring brand consistency across all platforms, increasing social media presence and strengthening client relationships. Utilized social media platforms and relevant technology. Knowledgeable with style guides and marketing trends.
- **Spearheaded** the branding and visual identity of the mobile app by conducting thorough market research and utilizing analytics tools, aligning design industry trends and audience preferences, resulting in building a solid branding foundation of Levex. Experience in identifying target audiences and devising digital campaigns.
- **Developed and executed** multi-platform digital campaigns by scheduling social media content and display advertising, driving cross-platform engagement and increasing brand visibility.
- **Enhanced** automated response systems by optimizing document management and automating user support processes, improving responsiveness through marketing planning, analytical ability, and communicating with clients. Have necessary interpersonal skills in creating and maintaining client relationships.
- **Developed** marketing proposals/presentations and utilized presentation know-how to better explain the app's use.

- **Handled concurrent projects** under minimal supervision to meet deadlines and improve organizational skills. Evaluated and stayed up-to-date with new technologies. Collaborates with internal teams to create landing pages and optimize user experience.
- **Produced** customer-focused marketing collaterals, including printed materials, promotional materials design, social media posts, and website banners, for marketing campaigns and events, reaching over 1,000 participants and contributing to conducting the successful event.
- **Developed** motion graphics for social media campaigns using Adobe Premiere and After Effects for customer engagement, demonstrating strong analytical ability and creative skills. Translate creative concepts to digital marketing assets.
- **Initiated** with the marketing team and executives to maintain project timelines and brand identity across marketing channels, ensuring consistent delivery of projects and strong visual communications.
- **Prioritized** and **coordinated** multiple design tasks, consistently meeting deadlines and showcasing excellent project management skills.
- **Created** product graphics, icons, and labels for marketing materials aims to provide client service.

EDUCATION

Senior High School

STI College - Fairview (2017 - 2019)

- **Achievements:** Awarded 1st runner-up for Best in Research and Best in Product Utilization.
- **Relevant Coursework:** Designed high-quality presentation materials, including infographics and PowerPoint slides, to effectively communicate research findings, demonstrating presentation know-how, communication skills, and visual communications to produce an effective user experience.
- **Utilized** strong organizational skills and time management to meet all research deadlines.

Junior High School

Saint Joseph College of Novaliches Inc. (2013 - 2017)

- **Achievements:** Awarded 1st runner-up for Best in Research and Best in Product Utilization.
- **Relevant Coursework:** Designed high-quality presentation materials, including infographics and PowerPoint slides, to effectively communicate research findings, demonstrating presentation know-how, communication skills, and visual communications to produce an effective user experience.
- **Utilized** strong organizational skills and time management to meet all research deadlines.

PORTFOLIO LINK

<https://carloignacio.com/>

<https://www.behance.net/ccignacio>

SKILLS

Languages

- English: (Native)
- Filipino/Tagalog: (Fluent)

Technical Skills

- Adobe Creative Suite: Photoshop, Illustrator, After Effects, Premiere Pro, Capcut
- Ui/Ux Design: User Interface Design, Wireframing
- Motion Graphics: Basic Social Media Motion Graphic Animation
- Web Design: Wordpress, Shopify, Hostinger
- MS Office Suite: Word, Powerpoint
- Ai: Chatgpt, Gemini, Ideogram

Soft Skills

- Adaptability & Quick Learning
- Conceptualization & Creative Thinking
- Client Relationship Management
- Time Management & Organization
- Detail-Oriented
- Strategic and efficient problem-solving
- Effective and concise communication skills

REFERENCE/S

- **Michael Absalon** (IT Head Department)
(+63) 945 177 9984
- **Regis Orate** (Software Developer)
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- **Benedict Ganibo** (Graphic Designer)
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