ABEL MADULA
GRAPHIC l WEB DESIGNER l INSTRUCTOR

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QUALIFICATION HIGHLIGHTS

Highly creative and resourceful graphic design professional with several years of experience spanning UX/UI design for mobile and web applications, digital marketing with a focus on social media content and management, and three years of experience as an online graphic design instructor. Possessing strong leadership, time, and project management skills, coupled with a proven ability to learn quickly, I bring a diverse skill set and a passion for delivering impactful visual solutions.

FIELD OF EXPERIENCE

- Brand Identity Design
- Brand Design
- Brand Design Guide
- Creative Layouts
- Presentation Design & Development
- Social Media Channels
- UX / UI
- Wireframing
- Prototyping
- Web Design & Build
- Video Training Content
- LMS - Google Classroom
- Character Design
- Game Design

SOFTWARE and TOOLS

- Mac OS
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Adobe Express
- Keynote
- Numbers
- Page
- Canva
- Figma
- Wix Website Builder
- Hostinger Website Builder & Hosting
- Wordpress
- Divi Themes
- Elementor

EDUCATIONAL BACKGROUND

Digital Marketing Program
Student
ABM College, Calgary Campus, Canada

Certificate - Visual Graphic Designer NC III
Graduated - 2015
TESDA, Philippines

PROFESSIONAL EXPERIENCE

Graphic Design Instructor Jan 2023 - Present
Alberta Paramount College - Calgary, Alberta, Canada

- Developed and delivered engaging design curriculum, blending theory with practical application and industry-standard software.
- Fostered creativity and critical thinking through hands-on projects and real-world scenarios, while integrating current industry trends.
- Mentored and guided students, providing constructive feedback and adapting teaching methods to diverse learning styles, to enhance their design skills and professional success.

Graphic Designer l Multimedia Jan 2014 - Present
Freelancer - Online

- Developed comprehensive brand identities, including brand marks and layouts.
- Produced engaging multimedia content for diverse platforms and social media.
- Designed and developed visually appealing and functional websites.

Graphic l Presentation Designer Apr 2022 - Dec 2022
Ikar Digital - Saint John, New Brunswick, Canada

- Created impactful print and digital marketing materials, including brochures, flyers, and social media graphics.
- Designed engaging corporate presentations and motion graphics for diverse audiences and digital platforms.

Graphic Design Instructor Jun 2018 - Mar 2019
Informatic Technological Corp. - Bayugan City, Philippines

- Developed instructional materials and engaging presentations for graphic design classes.
- Created hands-on, industry-standard projects for practical application.
- Managed student evaluations with standardized grading rubrics.

Graphic l Presentation Designer Feb 2015 - Aug 2021
MCK PEREZ Dev't. Consultancy Corp. - Quezon City, Philippines

- Managed graphic design projects from concept to completion.
- Collaborated with clients to deliver compelling designs within deadlines.
- Directed production teams and created marketing presentations.

UX/UI l Graphic Designer Sep 2015 - Jul 2020
ELV Systems - Dubai, United Arab Emirates (Freelance)

- Designed and delivered functional interface designs, collaborating with technical teams and management to meet client requirements.
- Developed multimedia presentations to effectively communicate design concepts for project proposals.
- Created conference and exhibit materials to generate client leads.