

abel madula

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[portfolio](#)

[linkedin](#)

open for working setup

- **freelancer**
- **project-based**
- **fulltime**

Result-driven Graphic Designer and Web Designer focusing in visual brand design, web design | development, social media graphics, presentation design | development and experience graphic design instructor. Helping start-up small to medium businesses to offer creative services and professional capabilities.

skills & competencies

- Brand Identity Development
- Creative Design & Layouts
- Web Design & Development
- Social Media Graphics
- UX / UI Design
- Presentation Design & Development
- Graphic Design Instructor

creative tools

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Express
- Adobe Acrobat
- Canva
- Affinity

web design | devt. tools

- Hostinger Website Builder
- Hostinger Website eCommerce
- Wix Website Builder
- Wordpress with DiviThemes
- WooCommerce

ux / ui tools

- Adobe XD
- Figma

learning mngt system

- Google Classroom

education

Digital Marketing Program
ABM College, Calgary, Alberta
Graduate 2025

Graphic Design Technology
AOLCC, West Edmonton, Alberta
(On Schooling)

Visual Graphic Design - Level 2
TESDA, Philippines
Certified

work experience

Black Sheep Creative Inc Jan 2014 - Present
Founder

- Developed comprehensive visual brand identities, including brand marks and creative layouts.
- Designed and developed visually appealing and functional websites.

Alberta Paramount College Jan 2023 - Oct 2025
Calgary, Alberta, Canada
Instructor

- 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.

iKar Digital Apr 2022 - Dec 2022
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.

Informatics Technological Corp. Jun 2018 - Mar 2019
Bayugan City, Philippines
Instructor

- 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.

MCK PEREZ Devt & Consultancy Corp Feb 2015 - Aug 2021
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.

ELV Systems LLC Sep 2015 - Jul 2020
Dubai, United Arab Emirates

- 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.