

# JUDITH TALANIA

Queensland, Australia | hello@judithtalania.com | [www.judithtalania.com](http://www.judithtalania.com)

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**Graphic Designer and Web Designer** focused on premium, minimalist design across branding, websites, and digital content. Delivers clean, user-centred visuals that strengthen brand identity and support clear, effective communication.

## PROFESSIONAL EXPERIENCE

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**Jan 2017 - Present**

**Freelance Graphic and Web Designer, Remote**

- Delivered branding, social media graphics, and digital content for clients across AU and PH markets.
- Produced short-form content, layouts, and marketing visuals tailored to each brand's tone and audience.
- Managed end-to-end creative projects, from concept development to final delivery, ensuring on-brand execution.
- Coordinated with clients on revisions, timelines, and creative direction to maintain smooth project flow.

**Mar 2025 - Mar 2026**

**Web & Graphic Designer, Daktech, Townsville, Australia (Part-Time)**

- Designed and built responsive websites using Divi, delivering clean, modern layouts aligned with brand identity.
- Developed user-friendly page structures and navigation to improve clarity and customer experience.
- Created digital assets, banners, and visual elements to support product pages and marketing campaigns.
- Collaborated with founders to refine brand direction and ensure visual consistency across all digital touchpoints.

**Jan 2024 - Feb 2025**

**Graphic Designer, Society by Design, Sydney Australia (Remote)**

- Designed social media graphics and content that aligned with the studio's clean, modern aesthetic.
- Created menu designs, brand assets, and visual materials for hospitality and lifestyle clients.
- Developed logo concepts and supporting brand elements to strengthen client identity and visual consistency.
- Collaborated remotely with the creative team to deliver polished, on-brand visuals across multiple projects.

**Oct 2020 – Dec 2023**

**Creative Marketing Specialist, OOBII Ltd., Las Vegas Nevada (Remote)**

- Designed social media graphics, layouts, and marketing visuals for brands including Dual is Cool, MamSir PH, and Business Printers.
- Produced monthly marketing reports and contributed to campaign planning and content calendars.
- Created captions and visual assets that strengthened brand presence across Facebook and Instagram.
- Developed marketing plans and visual concepts to support product launches and promotions.

- Jun 2020 – Jan 2022**     **Graphic Designer, Big Boss Ecom, Cebu, Philippines (Casual)**
  - Designed wall art, product mockups, and creative assets for e-commerce listings.
  - Created shoe designs, packaging concepts, and product visuals aligned with brand style.
  - Produced social media ads and captions that supported engagement and sales performance.
  - Conducted product photography and editing to enhance listing quality and visual appeal.
  
- Sep 2019 – Jan 2021**     **Layout Artist & SMM, Cochi Loco Manila, Manila, Philippines (Casual)**
  - Designed promotional layouts and marketing materials for food and beverage campaigns.
  - Managed social media scheduling and content rollout across multiple platforms.
  - Produced food photography and edited visuals to support brand storytelling and menu promotions & wrote captions and ad copy aligned with brand tone and campaign goals.
  
- Jan 2019 – May 2020**     **Marketing Associate, Trendz 360 Pte. Ltd, Manila, Philippines (In-Person)**
  - Designed marketing materials and social media content for Birkenstock PH, Nike Accessories, Nike Swim, and Adidas Combat Sports.
  - Created 3D layouts and perspectives for retail and merchandising concepts.
  - Managed monthly marketing calendars and coordinated content across multiple brands.
  - Produced consistent visual assets that strengthened brand presence across digital and retail channels.
  
- Dec 2017 – Dec 2018**     **Creative Marketing Assistant, AltPayNet Corp, Manila, Philippines (In-Person)**
  - Designed logos, web assets, UI elements, and social media graphics for multiple digital products.
  - Supported brand development and visual identity projects across the marketing team.
  - Produced digital content that improved brand visibility and user engagement.
  - Assisted in campaign execution through layout design, content creation, and visual strategy
  
- May 2016 – Oct 2016**     **Graphic Designer, AltPayNet Corp, Manila, Philippines (Part-Time)**
  - Contributed to brand identity, web design consulting, and creative asset production.
  - Designed marketing materials and social media content aligned with brand guidelines.
  - Supported the marketing team with layouts, advertising concepts, and digital visuals.

## EDUCATION

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- Master of Business Administration** **Jan 2023**  
James Cook University, Queensland Australia
  
- Bachelor of Fine Arts: Advertising** **Jan 2017**  
Pontifical and Royal University of Santo Tomas, The Catholic University of the Philippines

## AREA OF EXPERTISE

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|--------------------------------------|--------------------------------|
| Creative Direction & Visual Strategy | Project & Workflow Management  |
| Graphic Design & Brand Identity      | Technical & Platform Expertise |

## REFERENCES

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**Daniel Rudge (Project Manager)**  
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**Olly Randall (Co-Founder at Social Fitness)**  
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