

is **Andrea Cervantes,**

a designer and
illustrator for
storytellers
and builders,
based in Laguna,
Philippines.

ADVANCED IN
Adobe Illustrator
Adobe InDesign
Market research for
branding
Package design

INTERMEDIATE IN
Adobe Photoshop
Adobe Lightroom
Sketchup
MS Word
MS Powerpoint
Front-end HTML and CSS

BASICS IN
Adobe After Effects
digital photography
offset printing
product sourcing

MEDIUM
Digital, traditional, 3D,
cut paper

WORK EXPERIENCES

BERUNA GIRL DESIGN AND CRAFTS STUDIO

Owner/Sole Proprietor (February 2016 to present) / Calamba City, Laguna

Established and registered own design and crafts studio, focusing on branding, packaging, and graphic design, as well as handmade stationeries.

- Consistent increase in company gross income by 60% from 2016-2018
- Collaboration with Neon Island Clothing achieved international notice and a Neon Island X Havaianas collection
- Consistency with the branding and image of Brow Lounge reflected in increasing branch openings
- Increased brand and product range of Sisay EU Hair Care products via rebranding and packaging
- Produced and marketed self-designed stationery products on etsy.com and local bazaars, which comprised 45% of annual sales in 2012-2014

Clients include:

Lifestyle: Heima Home and Lifestyle, Heim Interiors, Brow Lounge, Ride Revolution, Neon Island Clothing, Sisay | IT: Unique Synergies ICT Services Inc., Universal Access and Systems Solutions | Real Estate: Anahaw Residences, Dahon Residences, Philippine Estates Inc., Feliz Hotel Boracay | Dining: wellfed.co, Affinitea Philippines, Burger Geek NZ

THE COFFEE CREATIVES FILM & ANIMATION STUDIO

Design Director / Collaborator (Project-based, 2016-2017) / Quezon City

Executes concepts and designs for branding, graphic design, illustration, environment, and animation projects

- Achieved production efficiency by managing digital assets for Save The Children's animated campaign for RA 10821.
- Consistency in the overall theme branding for San Miguel Brewery's Employee Service Awards, resulting in yearly coverage of said event by the studio.

Clients include:

San Miguel Brewery, Philippine Estates, Inc., Tridharma Inc./Kopiko, Barlico, Save The Children Foundation

KANEPACKAGE PHILIPPINE, INC.

Packaging Designer (November 2011-June 2015) / Calamba City, Laguna

Designed various packaging items in different materials for technology and various products. Handled computer-aided machines for packaging prototypes.

- Boosted company morale and teamwork, as well as reducing materials cost while co-leading inter-branch event and exhibit designs.
- Streamlining team presentation at KPPI resulted in the branch winning the inter-company international design competition.

FOLDED AND HUNG (ADENIP, INC.)

Graphic Artist (January - November 2011) / Quezon City

- Designed t-shirt and t-shirt graphic design for 3 seasons, collaterals and materials for accessories and marketing.
- Managed communications and designed for items for Disney/Marvel X F&H Caboration collection.

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WORK EXPERIENCES

SONY PHILIPPINES, INC.

Graphic Designer (September 2008 to December 2009) / Taguig City

- Designed print ads, POPs, catalogs, marketing and promotional web materials

THE MIND MUSEUM

Designer (2008-2012) / Taguig City

- Designed the Adaptations exhibit (permanent) at The Life Gallery

S. C. VIZCARRA, INC.

Designer and researcher (2007-2008) / Paranaque City

- Designed bags and homeware, marketing collaterals, international events, and web development

EDUCATION

BFA IN INDUSTRIAL DESIGN (2007)

University of the Philippines, Diliman, Quezon City

Cum Laude, Graduating Class 2006-2007

College Scholar, 2005-2007. University Scholar, 2005-2006.

DELEGATIONS

**TOKYO PACK / KP
JAPAN DESIGN
COMPETITION 2014**

KPPI Team Philippines
delegate and presenter,
winner of 2014
President's Award in
Japan

**APLF FASHION
ACCESS
TRADE SHOW 2008**

Exhibitor and team
delegation for media
and presentation for SC
Vizcarra in Hong Kong,
China

AWARDS

**FIRST PLACE
(BULACAN THEME
CATEGORY 2007)**

for Minatamis Pendant
and Brooch, 7th
Philippine Fine Jewelry
Competition

**AWARD FOR
EXCELLENCE
(THESIS 2007)**

for E4 - Science Kit for
Public School Teachers,
Department of Visual
Communications,
UP College of Fine Arts

PRESS

PHILIPPINE STAR

Contributing artist,
Young Star, 2015-present

WIRED.COM

Feature,
Fringe Art Show
Celebrates Finale
With Fan Masterpieces
(January 2013)

REFERENCES

Abigail David

Former Assistant Exhibit
Manager, The Mind
Museum
alvdavid@gmail.com

Karla Ujano

Owner, The Coffee Creatives
Film and Animation Studio
+63995.761.4369

Malou Taca

Owner, Browmakers, Inc.
(Brow Lounge)
+63917.885.3788