

# DARIOCELEVANTE

DESIGNER  
ILLUSTRATOR  
MOTIONGRAPHER

WWW.DARIOCELEVANTE.COM | 49 DORADO TERRACE, SAN FRANCISCO, CA 94112 | DACELEVANTE@GMAIL.COM | 707.334.4944

## SKILLS

Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects

Adobe Premiere  
Microsoft Word  
Microsoft Powerpoint

Storyboarding  
Illustration

## EXPERIENCE

### FREELANCE | *DARIO CELEVANTE* *JUNE 2004 - PRESENT*

Motion, print, illustrations and logo designs for various clients including Pixel Photography, Limbo.com (now brightkite.com), T Clemente Rock Band, and Capitol Honda of San Jose.

### SENIOR DESIGNER | *ABS-CBN GLOBAL, MYX MUSIC CHANNEL* *JULY 2008 - PRESENT*

- Manage client correspondence, project negotiations, and art direction for the MYX Music Channel and TFC (The Filipino Channel).
- Lead and manage 3 graphic artists, assessing their productivity flow and designating responsibilities.
- Work closely with Marketing Department and Advertising Department on campaigns by providing concepts for set design, art directing of video/photo shoots, storyboarding, creating motion graphics and print graphics.
- Create and develop branding strategies for company in all media.

### JUNIOR DESIGNER | *ABS-CBN GLOBAL, MYX MUSIC CHANNEL* *APRIL 2006 - JULY 2008*

- Develop and maintain visual concepts and execute them in the form of print: flyers, banners, magazine ads, packaging, page layout, and press kits; motion: station ids, show packages, commercials, music videos; and web: banners, backgrounds, and mastheads.
- Create logos for products, television shows and specials, and seasonal campaigns.

### GRAPHIC BLANDISHMENT | *GUIDOLON: THE GIANT SPACE CHICKEN* *JUNE 2006 - AUGUST 2006*

Contract Position. Rotoscoped various characters featured in sci-fi cartoon pitch.

## ACCOMPLISHMENTS

- Single-handedly created and built the One Kapamilya Go 2011 Concert design campaign for ABS-CBN North America, from logo, to on-air advertisements, to print materials, and to website layout in a span of 2 months.
- Created 'MANHOURS MENU' for design team to be used by clients which listed the time taken to complete specific types of design projects. Clients were able to gauge the appropriate times to give designers work to insure the best results.
- Simplified existing Job Request Form (used to request work from Design team). Clients are able to fill out form electronically as opposed to handwritten. Number of questions on form are reduced, sections on form allow the client to be more specific about project description.
- Finished as one of the top 3 designers in the Neff Suckerface t-shirt design competition sponsored by Zumiez.
- Wrote and designed Logo Brand Book for the MYX Music Channel. Book was used for external clients to use as a design bible when using the logo for their own materials.

## EDUCATION

### BACHELOR OF SCIENCE IN DESIGN | *UNIVERSITY OF CALIFORNIA, DAVIS* *DAVIS, CALIFORNIA 2003 - 2005*

Emphasis in Visual and Communication Basics.

### ASSOCIATE OF ARTS | *DIABLO VALLEY COLLEGE* *CONCORD, CALIFORNIA 2001 - 2003*