









# CASIHAN JENNILYNE

SENIOR DIGITAL - GRAPHIC DESIGNER

## CONTACT DETAILS

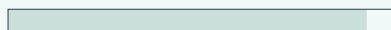
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## CORE COMPETENCIES

-  Digital Design
-  UX/UI Interface
-  Project Management
-  Web Administration
-  Brand Identity
-  Marketing Collateral

## TECHNICAL SKILLS

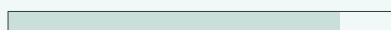
Adobe Creative Suite



Sketch/Figma



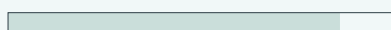
CMS Platform



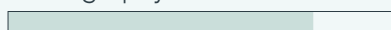
HTML/CSS



Creative Direction



Photography



Dotdigital



## PROFESSIONAL SUMMARY

Versatile and results-driven Designer with 12 years of experience delivering on-brand creative solution across digital platforms, marketing collateral, and UI/UX interfaces. Adept at leading end-to-end design workflows and collaborating across teams. Expert in Adobe Creative Suite, CMS platforms and leveraging on new AI technologies to enhance the creative process.

## WORK EXPERIENCE

SENIOR DIGITAL DESIGNER | SUN & SANDS SPORTS  
DEC 2021 – MAY 2024

- Collaborate with the Design Lead to manage and delegate tasks for omni-channel campaigns across web and social.
- Create compelling key visual adaptations for product launches and campaigns for Nike, Under Armour, and Dropkick.
- Coordinate with cross-functional teams, including Copywriters and Category Managers, to deliver product-focused visuals.
- Develop high-quality brand assets, landing pages, seasonal concepts, and promotional materials.
- Ensure product consistency and cohesive visual storytelling by working with stylists and photographers during photoshoots.
- Liaise with the Creative Director to refine design processes, streamline workflows, and maintain brand integrity.
- Expand skill set by learning Sketch, Figma and Airtable.

MULTIMEDIA DESIGNER | KLEINDIENST GROUP  
MAY 2021 – NOV 2021

- Interpret and discuss design briefs with Marketing Director and deliver both graphic and digital assets for corporate initiatives.
- Lead the design execution of the corporate website and landing pages, from mockups to functional prototypes.
- Partner with developers and the IT team to ensure the final website aligns with approved design and functionality.

## OTHER WORK HISTORY

### Multimedia Designer CTSI Holdings LTD (2012)

Web design & maintenance

SEO Updates

Client coordination

Photo/video editing

### Web Designer/Photographer Chicken Sarap (2011)

Web design

Food photography

Marketing materials

### Web Designer LWS Media Inc (2009)

Banner design

Email templates

Assets review

### Graphic Designer Infinit-1 Comms (2009)

Photo-book layout

Quality review

## WORK EXPERIENCE (CONTINUED)

- Design responsive email templates and newsletters, plan and manage campaign distribution.
- Build CMS-based landing pages for job vacancies.
- Coordinate with stakeholders and influencers to support content creation, driving brand awareness and engagement.
- Research and evaluate digital tools for marketing and lead generation, preparing comparative reports for approval.

### DIGITAL DESIGNER · BOUTIQUE 1 FEB 2019 - FEB 2021

- Maintain and update website content by designing banners, layout improvements, and uploading new materials.
- Create web-ready assets for newsletters and editorial content.
- Prepare seasonal lookbooks by integrating branded visuals and copy for digital platforms.
- Design social media assets including image series, short-form videos, and GIF animations.
- Develop digital, print, and affiliate marketing materials and produce print-ready files to support promotions
- Regularly update brand guidelines and ensure consistent implementation across all channels.
- Manage automated programs for recurring email campaigns.
- Coordinate with local and international branches to deliver POS and in-store display assets.
- Gained proficiency in Dotmailer and Magento CMS.

### WEB/GRAPHIC DESIGNER | ARCHIPELAGO MAR 2015 - JAN 2019

- Developed an e-commerce website using the Shopify platform.
- Maintain and update website content such as hosting product images and descriptions, ensuring accuracy and relevance.
- Design print and web advertisements to promote products and company services.
- Manage and update social media channels with the latest promotions.
- Create corporate identity materials and branded templates.
- Conduct individual product and lifestyle photoshoots for use across web and print materials.

## INTERESTES & HOBBIES



Bonding with Dogs



Culinary Exploration



Crafting Project



Home Baking



Recreational Fishing

## EDUCATION

**BS Information Technology  
Major in Multimedia Design  
and Animation**

St. Scholastica's College,  
Manila, Philippines

**Professional Diploma in  
Photography**

Shaw Academy,  
Dublin, Ireland (Online)

## WORK EXPERIENCE (CONTINUED)

- Coordinate with partner companies to display product advertisements on e-commerce and affiliate websites.
- Monitor Google Analytics and AdWords performance to maintain ranking and high search engine visibility.
- Implement basic white-hat SEO and SMM strategies.
- Enhance photography skills to support visual content production.

**WEB DESIGNER · TEAM LEAD | CONQUEROR IT**  
OCT 2013 - DEC 2014

- Meet with clients to gather project requirements and translate them into briefs for the design and development teams.
- Design website mockups for inclusion in client project proposals
- Lead the design team in delivering creative and digital assets, while supporting efforts to maintain top Google search rankings.
- Coordinate with the team on project updates to ensure a seamless and user-focused web experience.