

AINA CRUZ

CREATIVE MULTIMEDIA DESIGNER

CONTACTS:

☎ +63 917 564 0412

✉ ainania@gmail.com

📍 San Pedro, Laguna

🌐 ainania.wixsite.com/ainacruz

EDUCATION

College of the Holy Spirit - Manila

• Bachelor of Fine Arts Major in Advertising Design (2000-2005)

• Basic Interior Design (1year)

PCCI

• Web Design Fundamentals

• Fast Track HTML & CSS (2016)

TRAINING AND SEMINARS

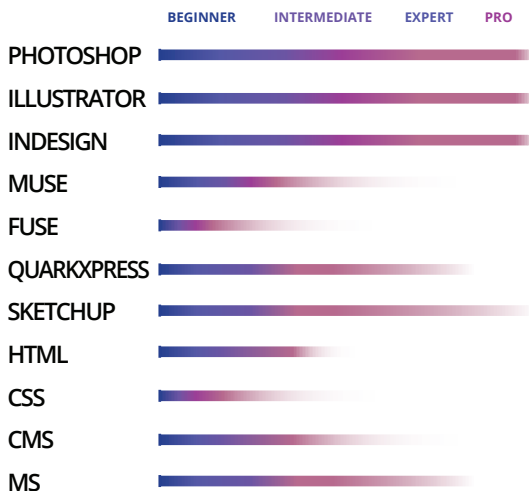
• Thesis jury - Far Eastern University Bachelor of Fine Arts Major in Advertising 2015

• Introduction Adobe CS6 by GetCrea8ive

• Basic Leadership Training by Benchmark



PROFESSIONAL SKILLS



● **Senior Production Designer** - Oct 2016 - Present

EMAPTA | Open Colleges

E-learning

• Ensure the output standard of production team is high. 50/50 split between art directing Juniors and design. Have a high touch-point with our team in Australia

● **Brand Assurance Officer** - 4 years 7 months

Tuesday Licensing & Entertainment, Inc.

Licensing for Merchandising Products | Events

• Maintain and exceed the international creative standard of Discovery Channel, MotoGP, TPB-Its More Fun in the Philippines and Winx Club.

• Manage all licensing partners on product development and rollout. Liaise with the brand owners from different countries Philippines, Hongkong, Singapore, Thailand, Indonesia, Italy and UK.

● **Affinity Express Inc.** 4 years 4 months

BPO Industry | Printing | Publishing

Team Leader 2 years

- Milwaukee Journal Sentinels - 1 year

- Journal Register Co. (Michigan, Ohio New York) - 1 year

• Supervise the design team to provide a range of design, layout and production services for output in print. Monitor the team's work quality and assist in improving the skills and work quality of the team.

Senior Designer - Milwaukee Journal Sentinels

• Responsible for designs, conceptualization, assisting the designers and validates the ads.

• Mastering the print industry specifically newsprint and magazines, has a direct contact from the client through chat or phone.

Graphic Designer - Charlotte Observer

● **Graphic and Production Designer** - 1 year 5 months

Anavision Inc.

Events, Creative Processing and AdvertisingS

• Creates visual concepts from Prints, Stage, Props to Merchandising materials for every events.

● **Product Developer** - 11 months

Mansfield International Inc.

Hanford Manufacturing Company

• Developed inner and outerwear products including the designs, lay-outs, packaging, sourcing of materials, contact with the suppliers, prints and color sep