

# DAPHNE OLIVEROS

Creative and Brand Designer

hello

I'm a creative professional armed with a decade of experience in visual communications, multimedia design, brand development, digital customer experience, and UI/UX design.

Colleagues remember me for being a thorough and meticulous individual who can step back, observe, and evaluate the bigger picture.

I love working on something new because I enjoy the learning process and love the drama of trial and error. That satisfying high after successfully working on an almost impossible project drives me to create solutions to problems.

## EDUCATION

DE LA SALLE-COLLEGE OF SAINT BENILDE  
Bachelor of Arts in Multimedia Arts, 2010  
Honors: *cum laude* (GPA 3.6 / 4.0)  
Full academic scholar

ASSUMPTION ANTIPOLLO  
High School Batch 2006

## HIGHLIGHTS + QUALITIES

- Lean Six Sigma Certified White Belt
- Comfortably works under pressure
- Can rapidly shift focus across multiple projects
- Sensitive and empathetic to user needs
- Naturally curious
- Highly structured and organized
- Passionate and eager to learn new things
- Believes that with the right attitude,

**WORK = PLAY**

## PRACTICAL + TECHNICAL SKILLS

- System ambidexterity:  
Mac and Windows, Canon and Nikon
- Proficient in Adobe Creative Cloud applications:  
Photoshop, Illustrator, InDesign, Lightroom, Premiere, After Effects, Audition, and Flash
- MailChimp, SharePoint (Power User), Wordpress, Visual Studio, Expression Blend, InVision, Adobe Experience Design, CSS and HTML
- Digital Native, Chronic Googler,  
Office 365: Word and Powerpoint Guru
- Professional photo and video hobbyist

**WHEN I'M OFFLINE** I lift weights at the gym, train muay thai, attend concerts, study bass guitar, design accessories, and gorge on self-help books!

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## PROFESSIONAL EXPERIENCE

MARCH ONE

Senior Creative Lead

November 2017 - Present

- Partners with the Creative Director in conceptualizing and developing scaleable fundraising campaigns that increase donor empathy and drive donor engagement for top Australian non-profit organizations.
- Drafts donor journey maps, crafts strategies to attract and retain donors, and writes agency pitch decks.
- Acts as the admin and Philippine head for the creative team sitting in Manila. Reviews and signs off the deliverables of the team prior to submission to the client on top of executing assigned creative projects. Collaborates with the Accounts and Project Manager in workflow management for the team.

**Key projects:** Fundraising Institute of Australia rebranding, Jeans for Genes 2018 campaign

## ASIAN INSTITUTE OF MANAGEMENT

Creatives and Brand Manager

August 2016 - October 2017

- Spearheaded the creative rollout of the Institute's 50th anniversary rebranding, and transformed employees into brand experts by equipping them with the appropriate guidelines and design tools.
- Drove the creative development of content for internal communication and recruitment campaigns while working closely with faculty, and a pool of program marketing writers and multimedia specialists.
- Strengthened the Institute's brand equity by ensuring that print and digital communication materials produced internally and by third-party vendors adhered to the Institute's brand voice and visual style. Approves marketing collaterals before they are printed or pushed to live.

**Key projects:** AIM website face-lift and rebranding, Digital refresh, AIM's Road to 50 Years

## SAN MIGUEL CORPORATION

User Experience Manager (CX Digital) - Telstra Telco Project\*

February 2016 - August 2016

- Championed platform enhancements through comprehensive user experience analysis and tear-downs. Builds the Digital unit's analysis reports and presentations to the management team.
- Functioned as the primary advocate of the user's digital core requirements during weekly customer journey mapping and development sessions with the management team. Designed wireframes for these sessions, which were constantly improved as new requirements and insights were collected. Cross-consulted with other departments to ensure that a fair balance is maintained between user and business requirements.
- Partnered with the Digital Unit Head in directing agencies to design over the wireframes developed by the team. Project managed agency deliverables by making sure that the assets were executed correctly and delivered on time.

\* The San Miguel-Telstra joint venture talks were terminated in 2016. San Miguel Corporation then sold its telecommunication assets to telco giants Globe and PLDT-SMART later that year. ~400 employees were laid off.

## A.P. MOLLER - MAERSK

Senior Multimedia Designer (Maersk Line Communication)

February 2012 - February 2016

- First designer to champion visual communications in the global communications team of Maersk Line.
- Pioneered and led a tier 1 team of creatives that are highly trained to produce graphics, photos, videos, reports, and presentations, and do event coverage for the CEO's office and other functional leaders. The team was based remotely in Manila, and regularly traveled to offices globally to execute. This team was recognized by the CEO for consistently setting the bar higher for Maersk's visual design standards.
- Was in charge of stakeholder and project management, and design quality control for the team. Took part in creative brainstorming and conceptualization sessions with stakeholders and vendors from around the globe to provide visual input and direction that complemented the Maersk Line strategy.

**Key Projects:** Maersk Line Global Leadership Conferences and Awards (2013-16, DK), Triple-E launch events

## GREENOVA PHILIPPINES, INC.

User Interface Designer and Developer

November 2010 - February 2012