

BOBBY JR CASIO

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SUMMARY

Creative and detail-oriented Graphic Designer with 8+ years of experience producing high-impact visuals for digital platforms, branding, and marketing campaigns. Strong background in conversion-focused design, content visuals, and brand consistency. Experienced in collaborating with cross-functional teams to create designs that support business goals, user engagement, and performance-driven outcomes.

CORE SKILLS & TOOLS

Design & Creative

- Visual Design for Marketing & Campaigns
- Branding & Visual Identity
- Typography & Layout Design
- Social Media & Digital Ads
- Web & Landing Page Graphics
- Illustration & Creative Concepts

Tools

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Canva

WORK EXPERIENCE

Senior Graphic Designer / Illustrator

Sep 2019 – May 2025

Surigao Internet Marketing

- Designed brand-aligned marketing visuals and digital assets across multiple platforms.
- Adapted existing brand assets into multiple creative formats for campaigns and promotions.
- Collaborated with marketing and internal teams to produce performance-oriented visuals.
- Created static and motion-based content to support engagement and communication goals.
- Iterated designs based on feedback to improve clarity, hierarchy, and visual impact.
- Managed multiple creative deliverables while maintaining consistency and quality.

Freelance Graphic Artist

Jan 2020 - Dec 2024

Upwork | OnlineJobs.ph

- Designed performance-focused ad creatives and marketing visuals for digital platforms.
- Produced multiple creative variations for testing different visuals, formats, and messaging.
- Created social media graphics, promotional assets, and branded marketing materials.
- Transformed client brand assets into scalable creatives optimized for engagement.
- Collaborated directly with clients to execute creative direction and implement feedback efficiently.
- Maintained organized creative files for reuse and faster production workflows.

Web Content Administrator

Oct 2017 - Sep 2019

Surigao Internet Marketing

- Managed and maintained website content including articles, images, and multimedia assets
- Performed regular website maintenance, ensuring pages remained functional, updated.
- Fixed minor CSS, HTML, and JavaScript issues to improve layout, responsiveness, and usability.
- Optimized visual hierarchy and content structure for clarity and user engagement.
- Coordinated with internal teams to implement content and design updates efficiently.
- Ensured accuracy, consistency, and proper formatting across web pages to support a professional online presence.

EDUCATION

Bachelor of Science in Information Technology

May 2017

Major in Programming

STI Surigao

LANGUAGES

English, Tagalog, Cebuano