







ALYANNA JANESA DELA CRUZ

 Antipolo, PH  +63 9175154871  yanadelacruz@gmail.com
 Jan. 9, 1992 (25)  @yanadelacruz  portfolio.yanadelacruz.com

EDUCATION



ST. BRIDGET SCHOOL QC.

Primary - High school
(1997-2008)



UNIVERSITY OF SANTO TOMAS

Bachelor of Fine Arts Major in Advertising
(2008-2012)

CREATIVE SKILLS



Advertising



Copywriting



Graphic Design



UI/UX Design



Typography



Branding



Visual Merchandising



Package Design



Video & Animation



Photography



Traditional Art



3D
(SKETCHUP)

TOOLS



Photoshop



Illustrator



InDesign



Lightroom



After Effects



Premiere



Dreamweaver



Sketchup

EXPERIENCE

.....

Nov. 2015 - Present

ART MANAGER *The Sven Group*

- ♦ Art Director Trainee
- ♦ Supervises and guided team members with artwork executions
- ♦ Handles brands and secured the quality of artworks based on the brand guidelines
- ♦ Designs and brainstorms ATL, TTL, and BTL brand materials in collaboration with the Art Directors, Creative Director, and the Strategic Brand Team
- ♦ Oversees and directs both photo and video shoots of brands

July 2014 - Nov. 2015

JR. ART MANAGER *The Sven Group*

- ♦ Supervised and guided junior team members with artwork executions
- ♦ Handled brands and secured the quality of artworks based on the brand guidelines
- ♦ Designed and developed ATL, TTL, and BTL brand materials in collaboration with the Art Directors, Creative Director, and the Strategic Brand Team
- ♦ Conducted and assisted within all areas of photography including post-processing of RAW materials

Feb. 2014 - Feb. 2016

GRAPHIC DESIGNER *The Plump Pinay*

- ♦ Designed and developed artworks in collaboration with the Editor-in-Chief such as visuals for the website, online magazine, social media, and events

Nov. 2013 - July 2014

MULTIMEDIA DESIGNER *The Sven Group*

- ♦ Gave inputs and ideas for brand pitches & artworks
- ♦ Guided junior team members with artwork executions
- ♦ Designed and developed ATL, TTL, and BTL brand materials in collaboration with the Art Director and the Strategic Brand Team
- ♦ Developed HTML/CSS for both Facebook and websites in collaboration with the Digital Innovations Team
- ♦ Conducted and assisted within all areas of photography including post-processing of RAW materials

Nov. 2012 - Nov. 2013

JR. MULTIMEDIA DESIGNER *The Sven Group*

- ♦ Designed and developed ATL, TTL, and BTL brand materials in collaboration with the Art Director and the Strategic Brand Team
- ♦ Developed HTML/CSS for both Facebook and websites in collaboration with the Digital Innovations Team
- ♦ Conducted and assisted within all areas of photography including post-processing of RAW materials

Aug. 2012 - Nov. 2012

INTERN *MadHouseMNL*

- ♦ Worked closely with the Editor-in-Chief and Art Director for artwork deliverables
- ♦ Assisted in photo shoots including sourcing of materials, suppliers and studios

Apr. 2012 - July 2012

MULTIMEDIA DESIGNER *iACADEMY*

- ♦ Conceptualized and executed creatives materials for the Sales and Marketing team
- ♦ Coordinated with suppliers for printed artwork deliverables
- ♦ Conducted and assisted with all areas of photography of the school

