

Ignacio, Paul Patrick S.

VISUAL DESIGNER

MOBILE PHONE: +63 917 540 8525 (Manila), +65 8303 6268 (Singapore)

E-MAIL ADDRESS: info@paulignacio.com ONLINE PORTFOLIO: www.paulignacio.com

PROFILE

Manila-born Paul Patrick S. Ignacio is a Visual Designer specializing in graphic design, conceptualization and art direction. After graduating from Ateneo de Manila University, one of the top universities in Southeast-Asia, he's gone on to full-time freelancing, honing his skills both as a designer and a communicator. He also trained under Brian Tenorio, an award-winning graphic and fashion designer, enabling him to participate in designing coffee table books such as that of Filipino National Artist Salvador Bernal (Best Art Book and Best Design winner in the 2007 Philippine National Book Awards). He has also designed identity systems for known personalities and companies in Manila, such as Sandie Poblador's Casador Realty Co. Ltd. and Philip Abadicio's RPA & Communicate, Inc.

Paul is also adept at video work and motion graphics, and has also been a co-director for the commercials of international shoe brands Merrell and Skechers. He's also directed video projects for established companies such as the Philippine Daily Inquirer with fellow designer Gino Montalvo. Paul continues to design and consult for brands and personalities both here and abroad.

WORK EXPERIENCE

Recent Design / Art Direction Positions Held

Art Director - Publicis JimenezBasic Advertising (October 2009 - Present)

Graphic Design / Art Direction Projects

RPA & Communicate, Inc. (2006 - 2009)

Fornasetti "Dinner of Dreams" Promotional Material

Standard Chartered - Nokia Card Launch

Standard Chartered Platinum Card Launch

RPA Identity System

Catch 21 Identity System

Rakenrol (2008-2009)

In-movie Print Material

Wharton - Penn Club Foundation, Inc. (2008)

"An Evening of Gold" Promotional Material

Fonterra International (2008)
 Anlene Marketing and POS Material
 Anlene Packaging

Del Monte (2008)
 Del Monte Pineapple Marketing Material
 Del Monte Tomato Sauce Marketing Material

Casador Casador Realty Co. Ltd. (2008)
 Casador Identity System and Collaterals

OBS Groups (2008)
 Bath to Basics Identity System and Packaging
 Quell Pest Control Identity System and Packaging

Pole Fitness Philippines (2008)
 Calendar 2008
 Promotional Postcards

Metro Manila Business Conference (2008)
 Conference Poster and Cover

Samsung (2007)
 Samsung “The Great Giveaway” Promotional Material

Motion Design Art Direction / Video Projects

Skechers (2007-2009)
 Men’s Shoes (2)
 Women’s Shoes (2)
 Skechers Time, Men’s (2)
 Skechers Time, Women’s (2)
 Skechers Streetdance Battle 3 Teaser TVC
 Skechers Streetdance Battle 3 Final TVC
 Skechers Streetdance Battle 4 TVC

Philippine Daily Inquirer (2008)
 PDI Anniversary AVP

Philippine Daily Inquirer (2008)
 Philippine Daily Inquirer Anniversary AVP

Merrell Shoes (2008)
 Men’s Shoes
 Women’s Shoes (2)

Pony Shoes (2008)
 Bamboo Rock Concert Event TVC

Book Design

RPA (2008)

Nestle (with L'oréal) "A Celebration of Nutrition, Health and Beauty"

Brian Tenorio (2007)

Biofuel Plants from the Philippines

Salvador F. Bernal: Designing the Stage

Previous Design Positions Held

Design Apprentice - Brian Tenorio (2007)

Production / Post-Production Teams - Big Top Media Productions, Pasig City (2006)

Graphic Design Head - Moby Duck Mobile Software, Ortigas City (2006)

EDUCATION

Bachelor of Science, Major in Communications Technology Management (2006)

Ateneo de Manila University, Philippines

Certificate courses, Bachelor of Fine Arts, Information Design (2006)

Ateneo de Manila University, Philippines

Basic Industrial Design and Drafting (2001)

Don Bosco Technical Institute, Makati, Philippines

High School (2001)

Don Bosco Technical Institute, Makati, Philippines

Grade School (1997)

Madre Maria Pia Notari School, Philippines

SOFTWARE SKILLS

Proficient in Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Microsoft Office.

Knowledgeable Adobe After Effects, Adobe Premier, Adobe Lightroom 2, Final Cut,

Autocad 2001, Corel Painter 9, Sony Acid Pro.

RELATED SKILLS

Video, Motion Graphics and Music Editing

Web Design and Basic Programming (HTML & CSS, Flash ActionScript, Basic Javascript)

Photography

Illustration and Drawing (Charcoal, Pencil, Colored Pencil, Ink)

REFERENCES

Available upon request.