

# PAUL PATRICK S. IGNACIO

visual designer + art director

[WWW.PAULIGNACIO.COM](http://WWW.PAULIGNACIO.COM) • [paulignacio@gmail.com](mailto:paulignacio@gmail.com) • (+63) 917 540 8525

## PROFILE

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 became a full-time freelancer, honing his skills both as a graphic designer and a communicator. He also trained under Brian Tenorio, enabling him to participate in designing coffee table books, identity design and even shoe design. 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 also has experience with video work and motion graphics, and has also been a co-director for the commercials of international shoe brands Merrell and Skechers. He has also directed video projects for established companies, such as the Philippine Daily Inquirer, and School of Fashion and the Arts (SoFA Manila).

After a few years of freelance experience, he went into advertising, landing a spot as an art director in Publicis JimenezBasic, the country's largest creative agency. He got to pitch in for campaigns of Greenwich Pizza, Globe Telecom and Jollibee, among other brands. He then switched from commercial to non-profit, working under USAID in one of their best communications offices, designing campaigns for health awareness all over the Philippines, with topics ranging from safe motherhood practices to HIV awareness.

Paul is constantly on the lookout for more opportunities to broaden his experience when it comes to design and visual communication, be it video, print, web development or anything in between.

## SKILLS/QUALIFICATIONS

- Professional Designer for print, web and video for 8 years
- Video, Motion Graphics and Music Editing experience for commercial work
- Experience in commercial Photography and Direction
- Web Design and Development, Intermediate HTML & CSS skills
- Illustration and Drawing (Charcoal, Pencil, Colored Pencil, Ink) skills
- Proficient in Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Microsoft Office
- Knowledgeable in Adobe After Effects, Adobe Premiere Pro, Adobe Lightroom, Final Cut, Autocad, Corel Painter 9, Sony Acid Pro.

## WORK EXPERIENCE

- Recent Design / Art Direction Positions Held
  - Art Director & Comm. Team Specialist - HealthPro, USAID (May 2010 - Present)
  - Art Director - Publicis JimenezBasic Advertising (October 2009 - April 2010)

## PROJECTS

- Casador Casador Realty Co. Ltd. (2008, 2011)
  - Casador Ltd. Website
  - Casador Identity System and Collaterals
- Beats by Dre (2010)
  - Event Invite
- AIM Global (2010)
  - Corporate Newsletter and Masthead

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  
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 FOR VIDEO PROJECTS**

School of Fashion and the Arts (SoFA Manila) (2009)  
SoFA TVC  
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

## **RELEVANT SEMINARS AND WORKSHOPS**

HTML and CSS Basics - Philippine Center for Creative Imaging (2011)

## **REFERENCES**

Available upon request.