

# EMIL HENRI GIMENA

GRAPHIC DESIGNER | ART DIRECTOR



## SUMMARY

A creative Filipino with three years of experience working as a graphic designer, focused on brand campaigns, brand design, and web design. Driven by the challenge of creating visually compelling designs that not only meet the client's needs but also exceed their expectations.

## CONTACTS

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## EDUCATION

### ADVERTISING AND GRAPHIC DESIGN HUMBER COLLEGE

Sept 2022 – Apr 2024 | TORONTO, ON

### BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

#### ATENEO DE DAVAO UNIVERSITY

Jul 2015 – Apr 2019 | PHIL, DAVAO CITY

## SKILLS PROFICIENCY

GRAPHIC DESIGN, VIDEO EDITING,  
BRANDING, UI/UX, WEB DESIGN, MOTION  
GRAPHICS, HTML&CSS, VIDEOGRAPHY,  
PHOTOGRAPHY

## SOFTWARE

ADOBE CREATIVE SUITE, FIGMA,  
WORDPRESS, SQUARESPACE, MICROSOFT  
365, MIDJOURNEY, CANVA

## EXPERIENCE

### JUNIOR ART DIRECTOR (PART-TIME)

Advoc Digital Inc. | Jun 2024 – Dec 2024 | Toronto, ON

- Led end-to-end creative production for social media campaigns, including photography, videography, motion graphics, and editing, driving a 30% increase in engagement.
- Collaborated in brainstorming sessions to develop fresh ideas for social media content, video concepts, and campaigns, boosting follower interaction by 20%.
- Assisted the Art Director in post-production, creating social media graphics, motion graphics, and editing photography/videography.
- Key contributor to Advoc Digital Agency's rebranding, designing and developing a new website with HTML, CSS, and WordPress to enhance user experience and reflect the updated identity.

### JUNIOR DIGITAL CONTENT CREATOR (INTERNSHIP)

Advoc Digital Inc. | Apr 2024 – May 2024 | Toronto, ON

- Assisted the Senior Art Director in executing social media campaigns, including product photography, graphic design, and video editing, ensuring alignment with client brand guidelines.
- Collaborated in team brainstorming sessions to develop creative solutions, contributing to the successful delivery of 10+ client projects.
- Enhanced social media engagement by creating visually compelling content, including motion graphics and mobile videography, for platforms like Instagram and Facebook.
- Supported post-production editing and photoshoot setups, improving campaign efficiency and maintaining a 100% on-time project delivery rate.

### GRAPHIC DESIGNER (REMOTE)

Free Spirit Digital LLC | Jun 2020 – Dec 2021 | US, TX

- Created advertising materials aligned with client brand guidelines, boosting brand recognition.
- Increased social media engagement by 130,000+ through daily content creation and management.
- Designed reusable marketing templates, improving campaign efficiency and brand consistency.
- Collaborated with clients to deliver custom designs, achieving a 95% satisfaction rate.
- Delivered high-quality designs on time, maintaining a 100% project completion rate.