

# rowena cruz

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P.O. Box 103914, Dubai, UAE • 050 5389965 • rowie\_cruz@yahoo.com

To whom it may concern,

I am inquiring about Graphic Designer position opportunities which may exist in your design or advertising department.

I am very interested and involved in the activity of designing & illustration including below the line advertising. I am experienced in Adobe CS3, especially in InDesign, Photoshop, and Illustrator, and have experience with layout design and print production. I am organized and responsible and am always attentive to detail, and I excel at multi-tasking and time management. My enclosed resume and sample works provide more detailed description of my education, interests, and work experience.

I would appreciate your consideration of my credentials. I am available for a personal interview at your convenience.

Sincerely yours,

Rowena Cruz

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## Profile

A highly motivated graphic designer with 9 years of diverse, hands-on design experience with corporate identity, print collaterals, annual reports, advertising, brochures, displays and billboards. Special emphasis on conceptual design, visualization, illustration and image retouching, high attention to detail. A team player also capable of working independently with minimal direction and willing to learn.

## Professional Experience

### DUNES GRAPHIC DESIGN (UAE)

May 1999 - Oct 2008

#### Graphic Designer

- Designed below-the-line advertising print materials from concept to final artwork for various clients
- Executed illustration and image retouching as per requirement

### IMAGINEERS (Philippines)

Apr 1998 - May 1999

#### Computer Graphics Imagery Producer

- Sales and marketing for the company
- Coordinating project requirements
- Overseeing the company's operation including marketing, sales, accounting and administration

### IMAGEFX 99 (Malaysia)

Sep 1997 - Apr 1998

#### Computer Artist

- Created 3d models and animation for TV commercials

### CINEVIDEO ARTS (Philippines)

Jun 1993 - Apr 1997

#### Computer Graphic Artist

- Created 2d and 3d animation models and animation for TV commercials, ABS-CBN Station Ids, TV program Ids and film both local and international in Softimage
- Created treatment boards for TV commercials and program ids
- Monitored the progress of the ongoing projects by closely coordinating with clients, suppliers and the internal production group

### MILEAGE MARKETING AND ADVERTISING, INC. (Philippines)

Jan 1991 - 1993

#### Visualizer

- Involved in the conceptualization, visualization, doing final artworks and illustrations for advertising materials using both conventional methods and computer graphics application software

## Awards and Honors

- 1996 Manila Film Festival, Best Visula Effects for the movie "Magic Temple"
- 1993 Gold Award for ABS-CBN Sarimanok TV Station ID in Tokyo, Japan and New York Film Festival (TV Category)
- 1990 Award of Merit for Creating the Ad Campaign for "Coffsoy" and in Successful Defense of Graphic Thesis in Advanced Advertising Design, UP College of Fine Arts (Philippines)
- 1986-1987 Entrance Scholar, UP College of Fine Arts (Philippines)
- 1986 Silver Medalist (Salutatorian) for General Excellence, Holy Family School, Philippines

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## Professional Training

July 17-21, 1996 Softimage Training held in Negara Hotel, Singapore  
May 17-Jun 4, 1993 Training in Aldus Freehand, Adobe Illustrator, Pagemaker held at Ateneo De Manila, Philippines  
April 24-May 29, 1993 Young Entrepreneur Program held at UPISSI, Diliman, Philippines  
August 3, 1991 Creative Guild Seminar held at Ace Saatchi and Saatchi, Philippines  
November 17, 1990 Print Workshop held at Mondragon House, Philippines

## Education

1986-1990 Graduate of University of the Philippines (Diliman) with a Bachelor Degree in Fine Arts with 3-year diploma course.  
1986 Attended Summer Art Workshop in the same school.

## Skills

**Platform** Silicon Graphics, PC and Apple Macintosh  
**Applications** Softimage, Eddie, Matador, CS3-Illustrator, Photoshop and Indesign

## Interests

HOPE Worldwide Organization, *Volunteer*  
The Filipino Expat Magazine, *Contributor & Designer*  
Photography

## Reference

Available upon request