

Curriculum Vitae



Tibay, Dario Bunyi

Contact Info

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Experienced creative director / art director / graphic designer / photographer with an extensive background in print publishing, effective design and timely production of copy-laden advertising, collaterals, and other marketing materials to convey the client's image and message.

Summary of Qualifications

- Over eighteen years of experience in applied design
- Extensive print publishing experience
- Deep ability to translate the vision of an organization to design applications
- Broad knowledge of current print production processes and their technical requirements
- Excellent graphic design skills
- Exceptional graphic software skills with a high proficiency in Adobe InDesign, Photoshop, Illustrator, Acrobat, Macromedia Freehand, QuarkXPress in both Mac OS X and Windows platforms
- Intense ability to work in a multi-project, team environment
- Strong ability to communicate effectively, both orally and in writing, with all levels of management, other employees, vendors, and the general public
- Profound knowledge of office practices, procedures and documentation requirements
- Uncommon ability to establish and maintain effective working relationships with all levels of staff, community leaders, government representatives, customers, and colleagues
- Innate culinary ability

Specialties

branding and identity
magazine and custom publication design
brochure and collaterals design
page layout and design
packaging design
advertising design
Web UI design (front-end)
point of purchase design
kiosk and exhibit design

Educational Background

Professional Diploma for Creative Entrepreneurship

Institute/University : Emily Hill, 11 Upper Wilkie Road, Singapore 228120

Completion Date: October 2009

Certificate of Fine Arts, Visual Communication

Field of Study : Art & Design

Major : Visual Communication

Institute/University : University of the Philippines, Diliman, Q.C., Philippines

Graduation Date : April 28, 1996

High School Diploma

Field of Study : Art & Design

Major : Visual Arts

Institute/University : Philippine High School for the Arts, National Arts Center, Los Baños,
Laguna, Philippines

Graduation Date : March 1989

Certification

Career Service Subprofessional (November 27, 1994 - Manila) Rating: 82.37%

Professional History

Edge Print Media Pte Ltd

Position Title : Creative Director / Consultant
Specialization : Arts/Creative/Graphic Design
Industry : Publishing
Duration : July 2011 – July 2013

Designer and publisher of Images Magazine Singapore, a quarterly premier photography-related publication in Singapore.

Web site: <http://edge-sg.com/images-mag/>

Magazine Facebook page: <http://www.facebook.com/ImagesMagazine>

Twitter: http://twitter.com/Images_Mag_SG

Total eBiz Solutions Pte Ltd

Position Title : Senior Graphic Designer / Art Director
Specialization : Arts/Creative/Graphic Design
Industry : Creative services
Duration : September 2008 – August 2013

Responsibilities include:

- Design, art direction, illustration and concept development of various design requirements for the company's clients.
- Quality control management on press runs for all company produced marketing materials, collaterals and packaging.
- Design in-house graphic requirements such as the company Web site, marketing presentations and collaterals such as brochures, flyers, and sales kits.
- Web UI design conceptualization and mockup generation for various clients
- Direct liaising with client (Sennheiser)
- Conceptualizing packaging construction and assembly for Sennheiser products and the creation of detailed technical illustrations
- Creation of packaging mockups and initial concepts up until preparation of final artwork for print production
- Product photography and photo-manipulation for use in product packaging and promotional materials

Independent Design Professional

Position Title : Freelance Graphic Designer / Art Director

Specialization : Arts/Creative/Graphics Design

Duration : April 2008 - September 2008

Euroscape Travel

Position Title : Graphic Designer / Art Director

Specialization : Arts/Creative/Graphics Design

Industry : Travel - Marketing

Duration : December 2006 - April 2008

Work Description:

- Conceptualized page layouts for the company's marketing brochures
- Conceptualized Web page design for the company's Web site as well
- as other Web marketing requirements such as banners and electronic
- newsletters and other Web graphic requirements.
- Conceptualized marketing collaterals i.e. print ads, flyers, newsletters,
- marketing banners and streamers
- Prepared electronic files for final output or color separation.
- Responsible for providing illustrations and artworks for various
- purposes.
- Performed clean-up and digital manipulation of photos & artwork.

Freelance Graphic Designer / Art Director

Duration : Aug 2006 – December 2006

Projects:

- Design for Lufthansa Technik Philippines sales brochure
- Design of Souvenir Program for the 2nd International Health & Hygiene
- Symposium sponsored by Safeguard
- Design of magazine inserts for Roche Philippines' BonDiva Women's
- Campaign for Bone Health
- Point of purchase design for L'Oreal Pure Zone
- Logo design for Philips Consumer Electronics
- Ericsson MX One AVP storyboard

Hinge Media Inc / Hinge Inquirer Publications Inc.

Position Title : Creative Director
Specialization : Arts/Creative/Graphics Design
Industry : Publishing
Duration : August 2002 - August 2006

Work Description:

- In-charge of supervision and art direction of the commercial publications of Hinge Media Inc. namely, Reviewer, m|ph, Swing and PC Magazine Philippines.
- In-charge of art direction, overall look, layout, and design of Hinge Media Custom Publications such as Lifestyle by Sony for Sony Philippines, Designed Together for HP Philippines, Images for Canon Philippines and Vision for Epson Philippines
- Tasked with conceptualizing as well as executing the look and design of new publications for Hinge Media.
- In-charge of orienting new employees of the company on the rudiments of the production and work flow of the magazine—specifically pre-press processes and the printing of the publication.
- In-charge of the art direction of magazine cover shoots.
- Is also tapped to do in-house photography for product shots or on-location event coverage.
- Coordinates and maintains good relations with the photographers as well as giving direction for shoots.
- Conceptualizes and executes in-house ads for the magazines as well as designs ads for client-specific needs.
- Also is responsible for designing collaterals of the company such as event streamers or tarpaulins, tickets, posters, business cards, etc.
- In-charge of the training and managing the employees of the Creative Department
- Monitors the quality of ad material given by client, ensuring that said material will be suitable for the technical specifications of the publication it is meant for.

Mega Magazines and Publications Inc.

Position Title : Art Director
Specialization : Arts/Creative/Graphics Design
Industry : Publishing
Duration : May 2000 - August 2002

Work Description:

- Conceptualized page layouts for the company's various publications
- Conceptualized marketing collaterals i.e. brochures, print ads, subscription cards
- Prepared electronic files for final output or color separation.
- Responsible for providing illustrations and artworks for various purposes.
- Responsible for directing photo shoots and talents.
- Performed clean-up and digital manipulation of scanned photos & artwork.

Brand Review Advertising

Position Title : Senior Visualizer / Artist
Specialization : Arts/Creative/Graphics Design
Industry : Advertising
Duration : January 1999 – September 1999

Work Description:

- Conceptualized print ads, storyboards, brochures & flyers, etc.
- Prepared electronic files for final output or color separation.
- Responsible for providing illustrations and artworks for various purposes.
- Responsible for directing photo shoots and talents.
- Performed clean-up and digital manipulation of scanned photos & artwork.

WEV Creative

Position Title : Multimedia Supervisor and Senior Artist
Specialization : Arts/Creative/Graphics Design
Industry : Arts & Design
Duration : November 1996 - December 1998

Work Description:

- Conceptualized brochures, flyers, magazine layouts and artworks, etc.
- Prepared electronic files for final output and color separation.
- Responsible for providing illustrations and artworks for various purposes.
- Responsible for directing photo shoots and talents.
- Performed clean-up and digital manipulation of scanned photos & artwork.
- Responsible for putting up the company's website and multimedia portfolio.

In-Five Corporation

Position Title : Graphic Designer / Artist
Specialization : Arts/Creative/Graphics Design
Industry : Arts & Design
Duration : August 1995 - November 1996

Work Description:

- Conceptualized designs for glass etching application.
- Prepared glass and mirrors for glass etching.
- Responsible for talking to clients and find out their design needs.
- Prepared illustrations to be scaled to glass size before etching.

Other Skills

Highly Proficient in most popular Windows and Macintosh desktop publishing applications such as Adobe Photoshop, Adobe PageMaker, Adobe InDesign, Adobe Illustrator, CorelDRAW, Macromedia FreeHand, QuarkXPress. Has a fair knowledge in multimedia and web design software such as Macromedia Dreamweaver and Adobe Premiere.

Adept in Web UI design conceptualization and mockup creation with knowledge in basic HTML.

A versatile illustrator able to render artwork in different mediums like chalk & oil pastels, watercolors & acrylics, pen & ink, charcoal, colored pencils, airbrush.

Has advanced knowledge in traditional and digital photographic techniques and processes, digital photo-manipulation, editing, and print production processes.

References

Bijjala Radhakrishna

Relationship : Immediate Superior
Position : Managing Director, Total eBiz Solutions Pte Ltd
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John MacIntosh

Relationship : former Director
Position : Director, Euroscape Pty. Ltd.
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Janet Villa

Relationship : former Editor in Chief, Reviewer Magazine
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Freddie Colinares

Relationship : former colleague
Position : Deputy Creative Director, Mega Magazines and Publications, Inc.
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