

# PATRISHA KATE P. ABESTAÑO

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Hi, I'm Kat, a graphic designer, illustrator, logo and layout designer, video editor, 2d vector motion graphics, and a clay art enthusiast. I aspire to improve my skills and learn more and share my creativity to the industry. *Visual design is vital to businesses to engage potential customers.*

## EXPERIENCE

### STUDENT ASSISTANT, ASIA PACIFIC COLLEGE

- Encoder for online book inventory at library
- Volunteered at college job fair as a receptionist
- helped with Admin tasks

### GRAPHIC DESIGN INTERN, KARTON.PH

Worked as a graphic design intern, where I helped them with the following:

- Tasked to make graphics for their website banner both for mobile and desktop.
- Edited product photos
- File Organization
- Product photography layout and design for social media posters
- Video Editing (social media ad for women's month)
- Email blast/ Newsletter layout design
- collaborated with the marketing team

### OPERATIONS GRAPHIC DESIGN, PH GLOBAL SUCCESS JET COMMERCE

Designed for Cross-borders, Gaabor, Joyoung, Paperang, Donlim, Bear, Yoboo, DJI & You Beauty for their Shopee and Lazada E-commerce platforms, and was tasked to do the following:

- Design and Layout for Livestream Banners
- Homepage Banners (SHOPEE & LAZADA)
- SKUs / Cover photos for product

### FREELANCE GRAPHIC DESIGNER

Worked for other clients as a part-time graphic designer, and tasked to design for the following:

- Sunlife Insurance Facebook posts
- DMCI Homes Facebook Posts

## EDUCATION

2015 - 2020

**AB MULTIMEDIA ARTS, ASIA PACIFIC COLLEGE**

Major in Graphic Design

2011 -2014

**HIGH SCHOOL, PATEROS CATHOLIC SCHOOL**

## SKILLS

- Graphic Design Layout
- Photo Manipulation
- Video Editing
- 2D Illustration
- 2D Motion Graphics
- Logo Design
- Product Photography

## TOOLS I USE

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe After Effects
- Microsoft Word
- Microsoft PowerPoint