

ALIANA NIZYEL KADON

Graphic Designer | Davao City, Philippines

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PROFESSIONAL EXPERIENCE

Graphic Designer

6th Ave Storytelling | Fort Worth, TX

September 2023 – March 2024

- Spearheaded website refresh projects for clients, enhancing their online presence and user experience.
- Crafted engaging social media content tailored to clients' brand identities and target audiences.
- Produced impactful marketing videos for social media platforms, driving engagement and awareness.
- Designed visually appealing PDFs for clients in line with their brand guidelines.
- Conceptualized and executed email marketing campaigns with optimized design.
- Created high-quality print materials, including flyers, signs, and journals, to meet client objectives.
- Produced graphics for podcasts and social media, boosting audience engagement.
- Crafted compelling presentation decks with innovative design and messaging.

Cover Art Designer

Freelance

2017 – Present

- Partnered with independent artists and music labels to create visually captivating cover art for albums and singles, ensuring compatibility across major digital platforms such as Apple Music, Spotify, YouTube, Amazon Music, and Google Play, as well as physical merchandise.
- Produced compelling marketing collateral by developing innovative designs for social media graphics and print materials, aligning with clients' brand identities and promotional objectives.
- Enhanced online presence and engagement through the creation of captivating videos and animations tailored for social media platforms, leveraging editing skills to produce dynamic content that resonates with target audiences.

Digital Marketing Virtual Assistant

Outsourced Doers | Sydney, NSW

January 2022 – March 2023

- Scheduled social media content on platforms such as Facebook and Instagram.
- Designed digital collateral including social media images, PDFs, worksheets, and online course imagery.
- Created and scheduled email marketing campaigns for optimal performance.
- Optimized web and landing pages to improve user experience and drive conversions.
- Managed online booking calendars and scheduled meetings.
- Handled external communications via email and social media on behalf of clients.
- Conducted data entry and file management tasks with efficiency.

EDUCATION

University of Mindanao

Graduated in 2018

BS Business Administration

Major in Human Resource Management

Kodego

September 2022 – January 2023

UX Design Bootcamp

SKILLS

Graphic Design, Video Editing, Social Media Graphic Design, Email Newsletter Design, Print Design, Presentation Design, Web Design, UX Design, Wireframing, Prototyping, Motion Design, and Digital Marketing

TOOLS

Adobe Creative Suite (Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Adobe After Effects), Canva, Figma, Squarespace, Webflow, and Wix Studio