

ALIANA NIZYEL KADON

GRAPHIC DESIGNER

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Davao City, Philippines

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WORK EXPERIENCE

Graphic Designer • Wowag B.V.

January 2025 - August 2026 • Vlijmen, Netherlands • Remote

- Designed digital marketing assets for the company's brands, including paid ad creatives, social media content, email campaigns, ecommerce graphics, and website assets.
- Created and adapted designs across different formats while maintaining each brand's visual style and consistency.
- Developed branding and visual identity materials for Ease Fitwear, including moodboards, logo concepts, typography, colour direction, and brand applications.
- Edited short and long-form marketing videos using UGC footage, captions, voiceovers, and other provided content.
- Managed multiple design requests, feedback, and revisions while working independently with a remote international team.

Graphic Designer • 6th Ave Storytelling

September 2023 - March 2024 • Fort Worth, TX • Remote

- Designed creative assets for multiple client accounts, including social media graphics, email campaigns, website graphics, PDFs, videos, and print materials.
- Worked from client briefs and existing brand direction to create consistent designs across digital and print touchpoints.
- Adapted typography, colour, imagery, and layouts to suit different brands, industries, and audiences.
- Created branded collateral such as flyers, signs, journals, and other marketing materials.
- Managed multiple projects and revisions while meeting deadlines in a remote agency environment.

Digital Marketing Virtual Assistant • Outsourced Doers

January 2022 - March 2023 • Sydney, Australia • Remote

- Supported international clients with digital marketing and creative tasks, including social media graphics, email marketing, website content, and other digital assets.
- Worked across multiple client accounts while following individual brand guidelines and project requirements.
- Managed recurring tasks, deadlines, revisions, and client requests in a remote environment.

Cover Art Designer • Freelance

2019 - 2024 • Remote

- Create custom cover artwork and promotional graphics for independent musicians and international clients.
- Develop original concepts using photo manipulation, typography, composition, and image editing based on each client's creative direction.
- Manage projects independently from initial brief and concept development through feedback, revisions, and final delivery.

SKILLS & TOOLS

Design: Graphic Design, Digital Marketing Design, Social Media Design, Website & UI Design, Print & Digital Design, Advertising Design, Branding, Typography, Email Marketing, Photo Manipulation, Illustration, Motion Graphics, Video Editing

Tools: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma, Canva, Adobe After Effects, Adobe Premiere Pro, CapCut, Webflow, Squarespace

EDUCATION

KodeGo

Sept 2022 - Jan 2023

UX Design Bootcamp

Credential ID: KG-08212022-024

University of Mindanao

2014 - 2018

BS Business Administration

Major in Human Resource Management