

KEIRTH YBAÑEZ

Graphic Designer | Photo Editor | Video Editor

+63966804 3009

keirtheldonybanez08@gmail.com

Naga City, Cebu, Philippines 6037

www.kiddcreates.art

EXPERIENCE

CleanCore Solutions

Marketing & Multimedia Designer

- July 2024 - April 2025

Remote
- Designed and developed content for print marketing materials, including sell sheets, flyers, brochures, posters, table tents, decals, roll-up banners, and user manuals.
 - Produced and designed digital assets such as social media ads, screen displays, infographics, presentations, and email newsletters to support campaigns.
 - Edited and created product and company videos for the brand's YouTube channel, including scripting, motion graphics, and thumbnail design.
 - Managed and organized the brand's YouTube video library, ensuring consistent branding and optimized metadata for searchability.
 - Designed product packaging for Aqueous Ozone Water sanitizing spray bottles, aligning with brand guidelines and retail requirements.
 - Retouched and enhanced product images, performing color correction, background removal, and visual mockups for marketing use.
 - Supported the enhancement of the company's intranet site by contributing design assets and improving visual structure and usability.

Spreetail

Amazon Graphic Specialist

- October 2023 - May 2024

Remote
- Collected and organized product information, visual assets, and details from client websites, Catalog Toolkit, and Amazon storefronts for design use.
 - Retouched product photos by enhancing quality and removing backgrounds to meet Amazon image standards.
 - Designed and developed Amazon Store graphics, including Enhanced Brand Content (EBC), Premium EBC modules, infographics, lifestyle images, and angled product visuals.
 - Collaborated with fellow Amazon Graphic Specialists and team leads to brainstorm design concepts and maintain visual consistency across client stores.

MAK Business Solutions

Graphic Designer

- August 2022 - March 2024

Remote
- Designed branding assets for dental clinics, including logos, mail cards, flyers, social media ads, and TikTok video advertisements to support marketing campaigns.
 - Developed and designed websites for dental clinics, law firms, insurance providers, and food marketing companies, ensuring responsive layout and brand alignment.

SUMMARY

Multimedia Designer with 7 years of experience creating engaging and innovative visual content across digital, print, and social media platforms. Skilled in transforming concepts into effective designs that drive marketing, branding, and communication objectives. Proven ability to collaborate cross-functionally with marketing, sales, and web development teams to deliver cohesive visual strategies. Recognized for being adaptable, detail-oriented, and solution-driven in fast-paced, deadline-driven environments.

SKILLS

- Professional Skills
- Logo Creation

• Branding

• Social Media Ads

• Print Ads

• Amazon Graphics

• Photo Editing

• Website Designs

• Video Editing

• AI-Generated Art Creation

• UGC Creation
- Technical Skills
- Adobe Illustrator

• CapCut

• Adobe Photoshop

• Pictory

• Adobe Premiere Pro

• Midjourney

• Adobe Firefly

• Google Suite

• ChatGPT

• Microsoft 365

EXPERIENCE

Methodic LLC

Creative Project Manager

September 2021 – February 2024 Remote

- Designed and edited logos, brand assets, website mockups, web banners, and email advertisements to support client marketing initiatives.
- Created visually engaging print materials including brochures, flyers, posters, signage, and business cards tailored to each brand's identity.
- Prepared accurate, high-resolution print-ready files, ensuring all production specifications were met for seamless print execution.
- Managed company's client design projects and print orders through consistent communication, timely updates, and proactive problem-solving.
- Collaborated closely with the company owner and web developers to support the completion of website and app design projects.

Tipsy Cabin Pub & Grill | Hungry Hooligan Steaks

Owner Operator

May 2021 – April 2022 Remote

- Founder and Owner of the company, overseeing overall business operations and creative direction.
- Developed and implemented marketing strategies and promotional campaigns that significantly increased brand awareness and sales, growing weekly customer traffic from 50 to 300 walk-ins and deliveries from 80 to 400.
- Built and maintained the company's visual branding across all platforms, ensuring consistent identity and market recognition.
- Designed engaging social media ads, print materials, and video campaigns aligned with brand voice and promotional goals.
- Managed social media presence, including content scheduling, community engagement, and customer service.
- Planned and coordinated live events featuring bands, rap artists, singers, and guest DJs, boosting customer engagement and foot traffic.

CapSwag.com

Senior Graphic Designer

September 2019 – August 2021 Remote

- Created streetwear-inspired apparel graphics for t-shirts, hoodies, caps, crewnecks, tank tops, and jackets, incorporating elements of Philadelphia's hip-hop, sports, and pop culture to resonate with target audiences.
- Created trend-driven color palettes by matching new and existing designs with the latest sneaker releases, then applied them to mockups for various apparel types.
- Produced high-quality vector illustrations of rap artists, sports figures, local celebrities, and iconic Philadelphia landmarks for apparel collections and promotions.
- Supervised and trained Junior Graphic Designers on company workflows, design standards, and systems, while managing their daily deliverables and progress.

STRENGTHS

Effective Communicator

Consistently keeps clients informed with regular updates and integrates feedback to ensure aligned outcomes.

Creative Adaptability

Thrives in exploring diverse design styles, design tools, and tackling new creative challenges beyond personal comfort zones.

Collaborative Workflow

Builds strong partnerships with clients by aligning on objectives, maintaining transparent communication, and adjusting designs based on evolving needs.

Cost-Efficient Quality

Delivers high-quality, professional design solutions at competitive rates without compromising standards.

EDUCATION

Cebu Institute of Technology

Bachelor of Arts in Graphics and Media

January 2014 – March 2018

N. Bacalso Ave., Cebu City,
Cebu Philippines 6000

FIND ME ONLINE

Linked In

keirth-eldon-ybanez-1a2546107

Facebook

kidd.ybanez.8

WhatsApp

+639668043009

EXPERIENCE

Neanderthal Activewear

Part-Time Graphic Designer

📅 January 2021 – May 2021 📍 Remote

- Designed website layout and visual assets for the company's official website, ensuring alignment with brand identity and product focus.
 - Created packaging designs for sports supplements, incorporating brand aesthetics and compliance with industry labeling standards.
 - Developed eye-catching social media ads to boost product visibility and audience engagement across digital platforms.
 - Designed graphics and visual elements for the brand's activewear line, tailored to athletic and lifestyle markets.
 - Produced realistic product mockups for packaging, apparel, and promotional use.
-

Sattaj Creations Inc.

Graphic Designer

📅 May 2019 – April 2020 📍 Cebu City, Philippines

- Designed visually compelling Instagram ads for the company's Indian boutique shop in Canada (Sattaj Kaur), promoting traditional gown collections, seasonal styles, and cultural events.
 - Retouched and enhanced product images, including color correction, background replacement, and visual clean-up of Indian gowns for marketing use.
 - Redesigned the Sattaj brand logo to modernize its visual identity while maintaining cultural relevance.
 - Created a professionally designed fitness e-book for digital distribution, formatted for Amazon Kindle and optimized for mobile and tablet viewing.
-

Cebu Advertising Services & Promotions Inc.

Junior Graphic Designer

📅 September 2017 – October 2018 📍 Cebu City, Philippines

- Designed visually compelling Instagram ads for the company's Indian boutique shop in Canada (Sattaj Kaur), promoting traditional gown collections, seasonal styles, and cultural events.
- Retouched and enhanced product images, including color correction, background replacement, and visual clean-up of Indian gowns for marketing use.
- Redesigned the Sattaj brand logo to modernize its visual identity while maintaining cultural relevance.
- Created a professionally designed fitness e-book for digital distribution, formatted for Amazon Kindle and optimized for mobile and tablet viewing.