

# NIÑA CAYABAN Designer & Illustrator

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## WORK HISTORY Senior Web and Graphic Designer

*On Design Inc., New York, NY • January 2012 – December 2018*

Spearheaded website, print and packaging projects for a variety of commercial and non-profit clients such as Sony Music, the American Museum of Natural History, Rockefeller Brothers Fund, Foundation Center, Center for Disaster Philanthropy, and more.

## Graphic Design Apprentice

*Carbone Smolan Agency, New York, NY • February – August 2011*

Designed the Edward Hopper House 40th Anniversary brochure and posters. Was a member of the design team for the wayfinding system of the Museum for the Built Environment in Saudi Arabia.

## Graphic Design Intern

*Ink & Co., New York, NY • January – February 2011*

Assisted in the design and execution of promotional pieces, posters, logos, and collateral for the brand Betsey by Betsey Johnson. Conceptualized design directions for the 2012 marketing campaign of the New York City Ballet.

## Graphic Designer

*Freelance, New York, NY • October – December 2010*

Designed business cards and logos for clients Love One Another Studio and DJ Floordestroyer. Designed brochures for Premium Home Care, a caregiving agency in Glendale, California.

## Production Designer

*Freelance, Philippines • May 2010 – September 2010, October 2008 – December 2008*

Designed and built sets, created props and oversaw fashion styling for music videos and photo shoots. Conceptualized and executed home furniture layouts for several lifestyle magazine spreads.

## Producer

*Solar Entertainment Television Corporation, Philippines • January 2006 – February 2008*

Conceptualized, wrote copy, designed overall look, and produced on-air promotional videos for shows in the network's Crime/Suspense channel as well as promotional videos for commercial sponsors of the network. Utilized various video and sound editing software in the production of on-air promos.

## EDUCATION Parsons the New School for Design

*New York, NY, USA • Graduated May 2010*

AAS in Graphic Design, Dean's Lister

## University of the Philippines

*Quezon City, Philippines • Graduated March 2003*

BA Psychology, Cum Laude

## TECHNICAL SKILLS Computer Programs and Languages

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects), Sketch, Zeplin, Final Cut Pro, MS Office Suite, HTML, CSS, Processing

## Bonus Skills

Illustration, Video Editing, Motion Graphics, Printmaking (Woodcut, Linocut, Silkscreen, Letterpress)

## Language Proficiencies

Fluent English, Fluent Tagalog, Intermediate Japanese

**THANK YOU** Your time is very much appreciated.

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